

## CalPERS Office of Public Affairs Strategic Communications Report

The following items include highlights of strategic communications activity for the period covering July 9, 2014 through August 6, 2014:

Date	News Releases
7/11/2014	CalPERS Statement on Former CEO's Guilty Plea
7/14/2014	CalPERS Reports Preliminary 2013-14 Fiscal Year Performance of 18.4 Percent
7/16/2014	CalPERS Receives Top Rating from Fitch
7/18/2014	Notice of Scheduled Public Hearing
8/04/2014	CalPERS Announces \$500 Million Infrastructure Partnership with UBS
8/06/2014	New CalPERS Report Charts Progress Toward Pension and Health Benefit Sustainability

Date	Opinions/Letters	CalPERS Representative	Submitted to:
<b>7/17/2014</b>	<b>Another View: Divesting means losing a seat at the table</b>	<b>Anne Simpson</b>	<b>The Sacramento Bee</b>
8/06/2014	Plenty of Investment Information Available for Those Who Look	Joe DeAnda	San Francisco Chronicle

Note: **Bold** Items Submitted and Printed

CalPERS Print/Broadcast/Radio News	Date	Outlet	Spokesperson	Tone <sup>1</sup>
Judge Suggests Stockton Worker Pensions Could Be Reduced	7/9/2014	The Sacramento Bee	CalPERS	O
Bankruptcy Ruling On Hold Until Oct. 1	7/9/2014	Stockton Record	Brad Pacheco	O
CalPERS May Not Get Special Protection In Bankruptcy, Judge Says	7/9/2014	Bloomberg		O
All Eyes On Stockton, California?	7/10/2014	PensionPulse	Brad Pacheco	O
Stockton Judge Asks CalPERS To Justify Claims In Bankruptcy	7/10/2014	India Banking News		O
Judge Orders CalPERS To Justify Bankruptcy Claims	7/10/2014	Bloomberg		O
Capitol Mall – An Audacious High-Rise Proposal	7/11/2014	Sacramento Business Journal	Brad Pacheco	O

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone <sup>1</sup>
CalPERS Reports 18.4% Profit On Investments	7/14/2014	Sacramento Bee	Rob Feckner	P
Bribing Pension Fund Managers?	7/14/2014	Pension Pulse	CalPERS	O
Cash, Casino Chips, And CalPERS: Confessions Of A Former CEO	7/14/2014	Chief Investment Officer	CalPERS	N
Will Anything New Emerge In CalPERS Scandal?	7/14/2014	CalPensions	Anne Stausboll	N
CalPERS Earned 18 Percent As Stocks Buoy Returns	7/14/2014	Bloomberg		P
Ex-CalPERS CEO Buenrostro Pleads Guilty, Admits To Taking Cash Bribes Of \$200,000	7/14/2014	Pensions & Investments		N
CalPERS Ex-CEO Buenrostro Guilty Plea Explains Why Bankers Make So Much Money	7/14/2014	Forbes		O
Fledgling Suburb Bankrolled By CalPERS Recovers Along With Real Estate Market	7/15/2014	The Sacramento Bee	Ted Eliopoulos	P
Editorial: CalPERS Remains In A Deep Hole Despite Big Return	7/15/2014	The Sacramento Bee	Ted Eliopoulos	N
Ex-CalPERS CEO Admits He'S A Crook	7/15/2014	Fortune		N
Guilty Plea Of CALPERS Boss Highlights The Hypocrisy Of State Pension Complex	7/15/2014	New York Sun		N
CalPERS Reports 18.4% Investment Return For Fiscal Year	7/15/2014	China Money Network		P
Real Estate Portfolio At CalPERS Returns 13.4% In 2013	7/16/2014	Pensions & Investments	Ted Eliopoulos	P
CalPERS, Calstrs Post Returns Of More Than 18%	7/16/2014	Wall Street Journal		P
Fitch Affirms CalPERS' Credit Enhancement Program At 'AAA/F1+'	7/16/2014	Dow Jones Institutional News		P
CalPERS Bullish In China Reports 18.4% Investment Return	7/16/2014	Greater China Private Equity Review Daily		P
CalPERS 'Evaluating Options' For Healthcare Partnership	7/17/2014	PEHub	CalPERS	O
Another View: Divesting Means Losing A Seat At The Table	7/17/2014	The Sacramento Bee	Anne Simpson	P
OP-ED: CalPERS Remains In A Deep Hole Despite Big Return	7/17/2014	The Fresno Bee	Ted Eliopoulos	N
Ex-CalPERS CEO Admits He's A Crook	7/17/2014	Fortune		N
Guilty Plea Of CALPERS Boss Highlights The Hypocrisy Of State Pension Complex	7/17/2014	NYSun		N
OP-ED: CalPERS Remains In A Deep Hole Despite Big Return	7/18/2014	The San Mateo Daily Journal	Ted Eliopoulos	N
Threat Of Litigation Looms Over Faulty Board Of Equalization Tower	7/20/2014	Sacramento Bee		O

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone <sup>1</sup>
Guilty Plea Opens New Chapter In CalPERS Story	7/21/2014	Pensions & Investments		N
Increase CalPERS Stabilization Funding, Don't Outsource Street Sweeping, Mayor Robert Garcia Says	7/23/2014	Long Beach Press-Telegram		O
CalPERS Hedge-Fund Investments To Drop 40%: WSJ -- Barron's Blog	7/24/2014	Dow Jones		O
Fitch Affirms CalPERS' Credit Enhancement Program	7/24/2014	Daily The Pak Banker		O
As Bribery Case Continues, CalPERS Reaps Profits From Tainted Investments	7/25/2014	The Sacramento Bee		O
CalPERS Is Trimming 'Alternatives.' Should You Be Adding Them?	7/25/2014	Dow Jones Institutional News		O
New Tool Provides Easy Access To Russell 3000's Climate Change Disclosures	7/29/2014	Sustainable Brands	Anne Stausboll	P
US Pension Fund Says Scottish Voters Would Reject Independence	7/29/2014	Global Banking News	Eric Busay	O
Study: CalPERS Members Had Similar To Better Outcomes At Facilities Charging Less For Hip, Knee Replacements	7/29/2014	San Diego Daily		P
CalPERS Sees Scottish Voters Rejecting Independence	7/30/2014	Bloomberg	Eric Busay	O
CalPERS Board Member Loses Bid To Distance Herself From Pension Rate Hikes	8/1/2014	The Sacramento Bee	Priya Mathur	O
CalPERS Announces \$500 Million Infrastructure Partnership With UBS	8/4/2014	CalPERS		O
New California Not-For-Profit To Operate Statewide, Next-Generation Health Information Exchange	8/5/2014	Business Wire	Priya Mathur	P
CalPERS And UBS Global Asset Management Announce USD 500 Million Infrastructure Partnership	8/5/2014	BUSINESS WIRE	Randall Mullan	P
Poor Returns Forcing CalPERS To Cut Cord On Health-Care Fund	8/5/2014	The New York Times	Real Desrochers	O
CalPERS And UBS Tie-Up For \$500m Infrastructure Project	8/5/2014	FTSE Global Markets	Ted Eliopoulos	P
Blues Create Information Sharing Service As Public Utility	8/6/2014	Healthcare Payer News	Priya Mathur	P
California Health Care Exchange To Share 9 Million Patient Records Online	8/6/2014	Computerworld Malaysia	Priya Mathur	P
CalPERS Enters Into \$500 Million Infrastructure Partnership With UBS	8/6/2014	Private Banking News	Ted Eliopoulos	O
CalPERS Rescinds \$700 Million Investment With Private Equity Fund Headed By Doctor With No Private Equity Experience	8/6/2014	NakedCapitalism		N
UBS Unit CalPERS Ink Pact	8/6/2014	M2 Banking & Credit		O

## Online Enhancements, Videos, Social Media and Webcasts

### CalPERS For the Record

- 7/09/2014 Don't Cut Out the Facts on California Pensions and the Economy
- 7/11/2014 Divestment from Fossil Fuels Is Not the Solution
- 7/29/2014 CalPERS Urges U.S. Senate Committee to Approve Legislation
- 8/05/2014 Plenty of Investment Information Available for Those Who Look

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

- INVO Compliance Training
- Health Rates and Reference Pricing Insight – Ann Boynton
- ITSB Vision
- Planning Your Retirement Webinar
- Fiscal Year Investment Returns Insight - Ted Eliopoulos
- Educational Forum Commercial
- Long-Term Care Myth vs Fact
- July 30-Planning Your Retirement

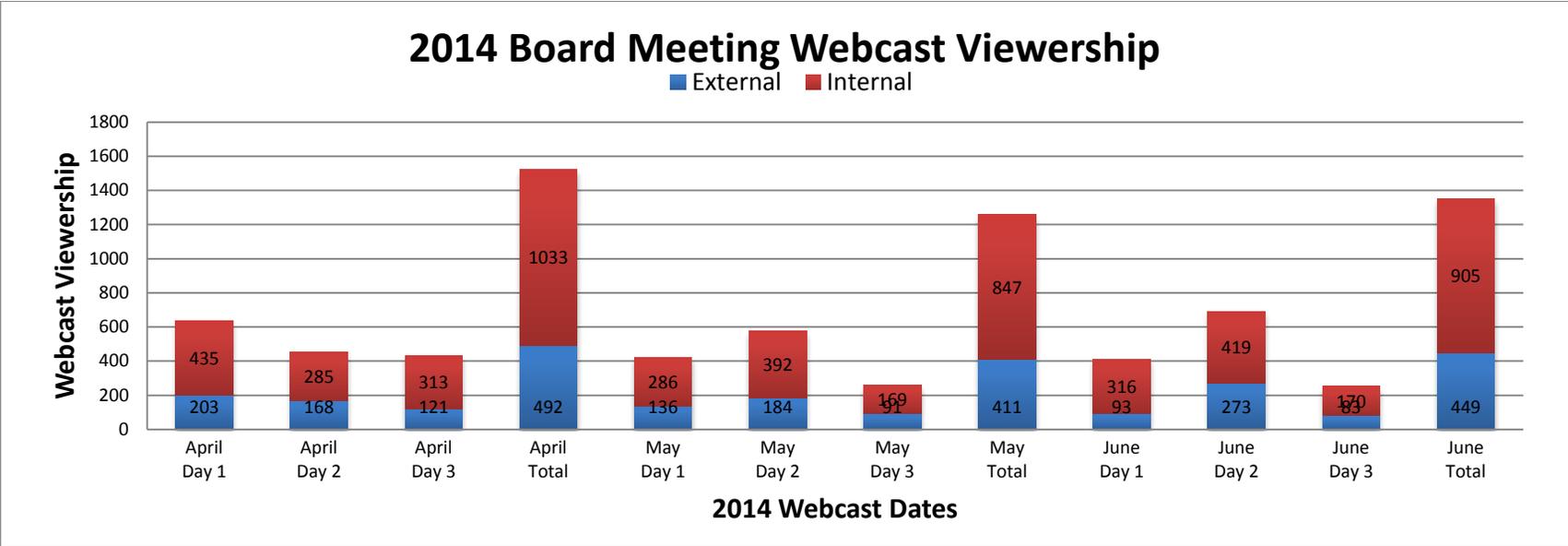
### Social Media

Totals as of July 31, 2014:

- Twitter followers: 9,351
- Facebook "Likes": 10,283
- YouTube: 203,853 video views

For month of July 2014:

- Twitter Followers added: +236
- Facebook "Likes" added: +39
- YouTube: 5,468 video views



# Monthly Mentions

■ Negative ■ Neutral ■ Positive

