

CalPERS Office of Public Affairs Strategic Communications Report

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

Date	News Releases
8/07/2014	Shop for Prescriptions and Medical Services on CalPERS Compare
8/13/2014	CalPERS to Hold Public Hearing August 19 on Pensionable Compensation for New Members
8/21/2014	CalPERS Brings Clarity to Pensionable Compensation
8/21/2014	CalPERS to Recover Millions in Bank of America Settlement
8/22/2014	Applying for CalPERS Long-Term Care Just Got Easier
8/28/2014	CalPERS to Open 2014 Board Election Voting, Host Candidate Forum
8/29/2014	CalPERS Statement on Securities and Exchange Commission's Approval of Dodd-Frank Rules

Date	Opinions/Letters	CalPERS Representative	Submitted to:
8/18/2014	CalPERS is looking to make rules fair	Robert Udall Glazier	Daily Bulletin
8/18/2014	CalPERS is looking to make rules fair	Robert Udall Glazier	Contra Costa Times
8/22/2014	Long-Term Care Can Mean Peace of Mind	Ann Boynton	CSAC Blog

*Note: **Bold** Items Submitted and Printed*

CalPERS Print/Broadcast/Radio News	Date	Outlet	Spokesperson	Tone ¹
CalPERS strikes up \$500m UBS partnership	8/7/2014	Global Investor		O
Investment bank faces possible suit over CalPERS investment losses	8/7/2014	The Sacramento Bee		O
CalPERS rolls out online comparison shopping tool for medical care	8/8/2014	Sacramento Business Journal	Ann Boynton	O
Charges grow against former CalPERS official; Alfred J.R. Villalobos is accused of bribery and conspiracy tied to a \$3-billion contract.	8/8/2014	Los Angeles Times		N
Former CalPERS board member charged with bribery in corruption case: Reuters	8/8/2014	PE Hub		O
CalPERS Launches Health Care Cost, Quality Comparison Tool	8/11/2014	California Healthline	Ann Boynton	O

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone ¹
CalPERS rolls out online comparison shopping tool for medical care	8/11/2014	Bizjournals	Ann Boynton	P
CalPERS could shift investments to avoid risky bets in areas like commodities	8/11/2014	Reuters		O
CalPERS considers cutting back on commodities, hedge funds, equities	8/12/2014	San Francisco Business Times Online	Joe DeAnda	O
CalPERS Rethinks Its Risky Investments	8/12/2014	Dow Jones	Eric Baggesen	O
State ethics panel again proposes fining CalPERS board vice president	8/12/2014	Los Angeles Times		N
CalPERS board member facing another FPPC fine	8/12/2014	Sacramento Bee		N
CalPERS rolls out online comparison shopping tool for medical care	8/13/2014	L.A. Biz	Ann Boynton	P
State offers workers generous health plans	8/13/2014	Associated Press	Bill Madison	O
San Bernardino city officials in bankruptcy mediation Monday	8/13/2014	The Sun		O
CalPERS board member facing another FPPC fine	8/13/2014	The Sacramento Bee	Priya Mathur	N
State ethics panel again proposes fining CalPERS board vice president	8/13/2014	La Times		N
Commentary –Double-digit returns not guaranteed, but investing with a plan is essential	8/14/2014	San Diego Daily	Ted Eliopoulos	P
CalPERS questions its own ability to execute winning trades	8/14/2014	Wall Street Journal	Eric Baggesen	O
CA: CalPERS Board Member Facing Another FPPC Fine	8/14/2014	The Sacramento Bee	Priya Mathur	N
CalPERS to Hold Public Hearing August 19 on Pensionable Compensation for New Members	8/14/2014	Imperial Valley News		O
CalPERS vice president embarrasses pension board -- again	8/15/2014	Contra Costa Times	Priya Mathur	N
CalPERS about to undermine pension changes	8/15/2014	Mercury News		N
UBS; CalPERS and UBS Global Asset Management Announce USD 500 Million Infrastructure Partnership	8/15/2014	Investment Weekly News		O
Editorial – CalPERS about to undo pension reform	8/15/2014	Inland Valley Daily Bulletin		N
Possible CalPERS Changes Could Cost Beverly Hills Taxpayers	8/15/2014	Beverly Hills News		O
CalPERS and UBS Global Asset Management Announce 500 Million Dollar Infrastructure Partnership	8/18/2014	Investment Weekly News	Randall Mullan	P
Letter to the Editor: CalPERS is looking to make rules fair	8/18/2014	Contra Costa Times	Robert Glazier	P
New infra commitments from CalPERS total \$550m	8/18/2014	Infrastructure Investor		P

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone ¹
Governor, cities criticize pension board proposals	8/19/2014	Santa Maria Times	Rosanna Westmoreland	O
CalPERS' pension rules would OK 99 types of extra pay to count toward pensions	8/19/2014	The Sacramento Bee	Brad Pacheco	N
Governor, cities criticize pension board proposals	8/19/2014	Associated Press Newswires	Rosanna Westmoreland	N
CalPERS considers boosting pensions for new members	8/19/2014	Sacramento Business Journal		O
Editorial – CalPERS proposal would authorize pension spiking by another name	8/19/2014	The Sacramento Bee		N
CalPERS committee OKs counting supplemental pay toward public pensions	8/20/2014	The Sacramento Bee	J.J. Jelincic	N
CalPERS set to allow 100 extra pay types count toward pensions	8/20/2014	Reuters News		N
CalPERS is looking to make rules fair	8/20/2014	Inland Valley Daily Bulletin	Robert Glazier	P
Pension spiking concerns ignored	8/20/2014	Manteca Bulletin	J.J. Jelincic	N
CalPERS' pension rules would OK 99 types of extra pay to count toward pensions	8/20/2014	The Sacramento Bee	Brad Pacheco	O
UBS; CalPERS and UBS Global Asset Management Announce USD 500 Million Infrastructure Partnership	8/20/2014	Investment Weekly News		P
CalPERS considers boosting pensions for new members	8/20/2014	Sacramento Business Journal Online		O
Competitors Blue Shield of California, Anthem Blue Cross Investing \$80 Million in California Health Information Exchange	8/21/2014	Best's Insurance News	Priya Mathur	P
CalPERS quietly sold part of Silver Lake stake	8/21/2014	Fortune		O
CalPERS Approves New Pension Calculations	8/21/2014	IM Weekly		N
Gov. Jerry Brown blasts CalPERS board for authorizing pay enhancement for pension purposes	8/21/2014	The Sacramento Bee		N
Governor – CalPERS 'got it wrong' on pension boost	8/21/2014	Sacramento Business Journal		N
California Governor decries CalPERS vote on pensions	8/21/2014	Reuters		N

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone ¹
Editorial: CalPERS proposal would authorize pension spiking by another name	8/21/2014	San Luis Obispo		N
Ethics panel wants stiffer penalty for CalPERS' Priya Mathur	8/22/2014	LA Times	Priya Mathur	N
Sacramento Man Quarantines Himself for Ebola Despite Having No Symptoms of Virus	8/22/2014	CNN Wire	Kwazi Lawrence	O
News CalPERS Brings Clarity to Pensionable Compensation	8/22/2014	imperialvalleynews	Rob Feckner	O
CalPERS quietly sold part of Silver Lake stake	8/22/2014	Fortune		O
CalPERS: hey, let's revive pension spiking!	8/22/2014	The Stockton Record		N
Editorial: CalPERS sweeps away Brown's 'sweeping reform'	8/22/2014	The Sacramento Bee		O
SEIU Local 1000 spends big to support CalPERS board candidate	8/22/2014	The Sacramento Bee		O
Chicago and 2 California Counties Sue Over Marketing of Painkillers	8/25/2014	The New York Times		O
Applying for CalPERS Long-Term Care Just Got Easier	8/25/2014	Imperial Valley News	Ann Boynton	P
The County Voice Long-Term Care Can Mean Peace of Mind	8/25/2014	CSAC Blog	Ann Boynton	P
Bank of America Settles RMBS Suit for Nearly \$17B	8/25/2014	aiCIO	Henry Jones	O
CalPERS to recover millions in BoA settlement	8/25/2014	Institutional Asset Manager	Henry Jones	O
CalPERS and UBS Global Asset Management Announce USD 500 Million Infrastructure Partnership	8/25/2014	Investment Weekly News		O
CalPERS seeks safer path but can't eliminate investment risk	8/25/2014	The Sacramento Bee		O
CalPERS sparks pension-spiking bonanza	8/25/2014	San Diego Union-Tribune		N
CalPERS Decision Will Raise Pension Costs	8/25/2014	IM Weekly		N
CalPERS's Play for Pay	8/26/2014	The Wall Street Journal		N
Image-sensitive CalPERS has down week in media	8/26/2014	Calpensions		N
Villa Park May Cut Ties to CalPERS	8/26/2014	Voice of OC		N
CalPERS Decision Raises Pension Obligations	8/26/2014	Thai News Service		O
Another View – CalPERS made the right decision on pension changes	8/26/2014	The Sacramento Bee		P
Pension fund committee supports enhanced retirement calculations despite governor's concerns	8/27/2014	The Associated Press	J.J. Jelincic	O
CalPERS commits nearly \$4.5bn to private equity	8/27/2014	AltAssets		O
Gov. Brown must not tolerate CalPERS' outrage	8/27/2014	U-T San Diego		N

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone ¹
CalPERS Hedge Funds--A Fool's Errand	8/28/2014	The Sacramento Bee		N
California city looks to quit CalPERS, fears it can't afford to	8/28/2014	Reuters		N
CSUSM Extended Learning and College of Business Administration Anticipate Workforce Changes with Healthcare Information Technology Certificate	8/29/2014	CSUSM	George Diehr	P
Endorsement: Leyne Milstein is clearly the best choice for CalPERS board	8/29/2014	The Sacramento Bee		O
Public Pension Funds Stay Mum on Corporate Expats	9/2/2014	New York Times	Anne Simpson	O
CalPERS launches new online application for CalPERS Long-Term Care coverage	9/2/2014	MarketLine	Ann Boynton	P
Partnering Around Value-Based Payment	9/2/2014	HFMA	Ann Boynton	P
CalPERS Statement On Securities And Exchange Commission's Approval Of Dodd-Frank Rules	9/2/2014	Exchange News Direct	Ted Eliopoulos	P
Jobs of the Week: Hiring at Allstate, CalPERS, Chicago Teachers', HarvourVest, Tritium	9/2/2014	pehub		O
A response to CalPERS' claim	9/2/2014	Calaveras Enterprise		N
Small city puts spotlight on big CalPERS exit cost	9/2/2014	Calpensions		O
NY Times: Public Pension Funds Are Profiting From Tax Inversions	9/3/2014	Moneynews	Anne Simpson	O
Big investors on sidelines of tax debate; DealBook	9/3/2014	International New York Times	Anne Simpson	N

Online Enhancements, Videos, Social Media and Webcasts

CalPERS For the Record

- 8/15/2014 Borenstein Column Misleads Readers
- 8/25/2014 Beverly Hills Courier Gets Facts Wrong
- 8/25/2014 Tunno Off The Mark in Calaveras Enterprise Column

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

- Board Election PSA
- Insight – Doug Hoffner
- Board Candidate Statements
- All Staff Forum
- 2015 Health Plan Rate and Benefit Changes webinar
- Retirement Planning Checklist webinar

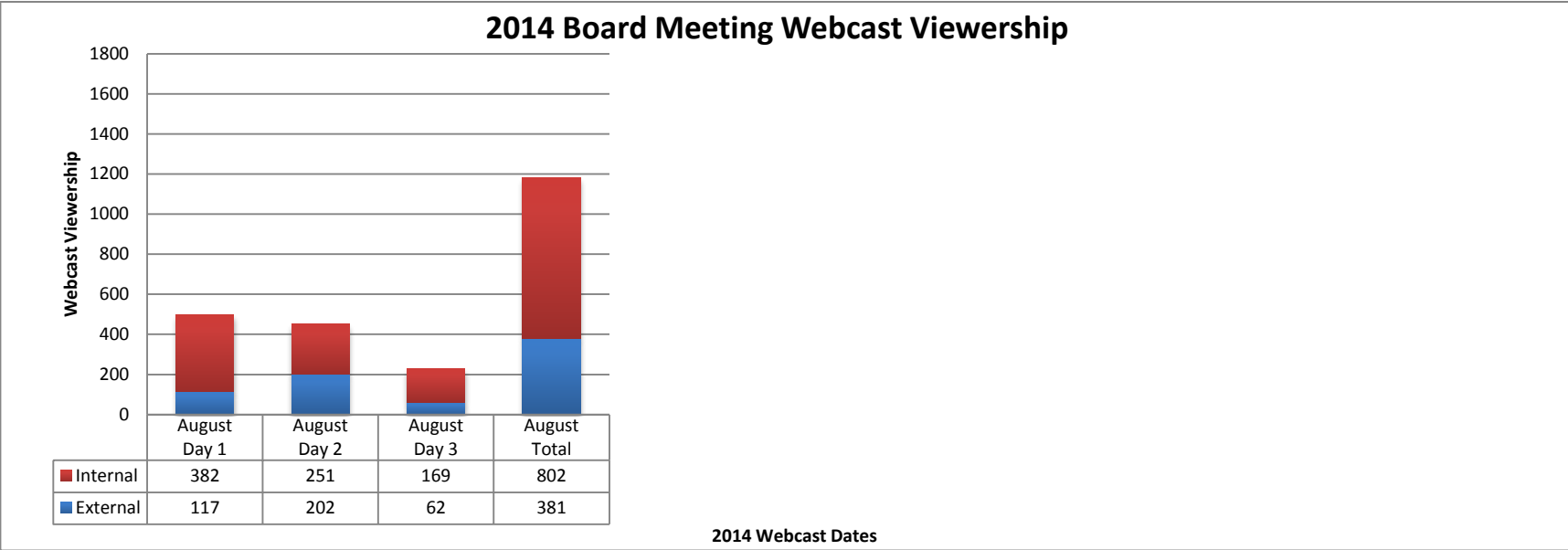
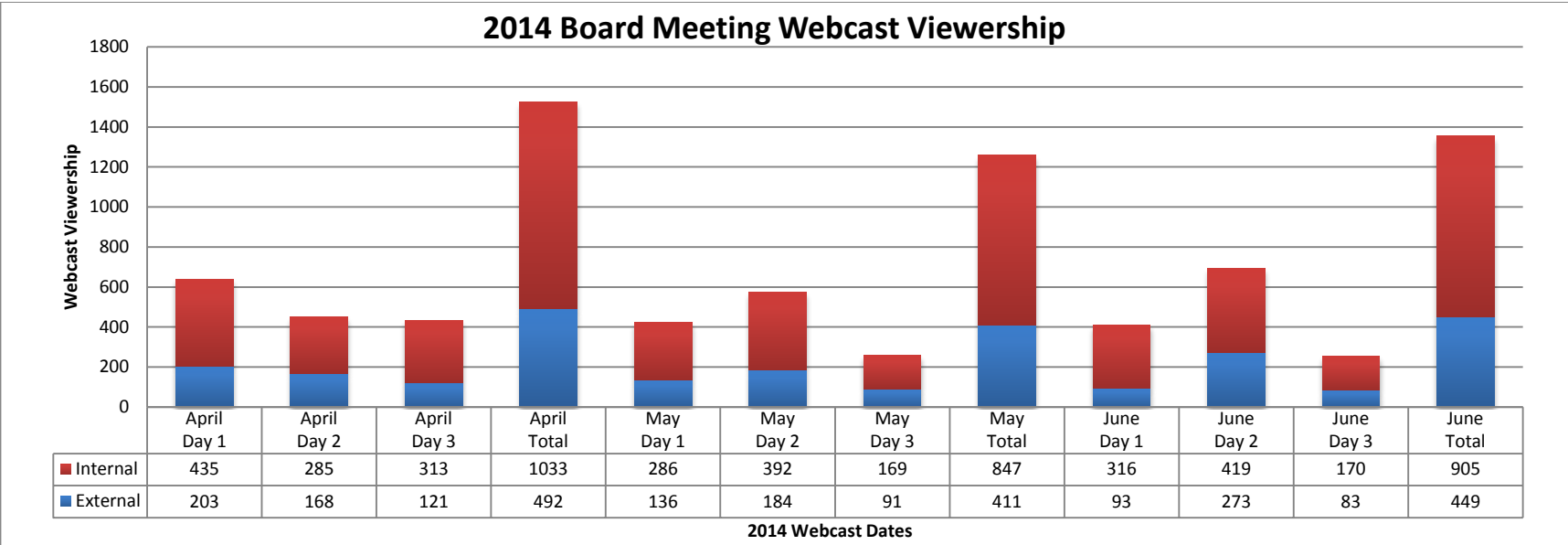
Social Media

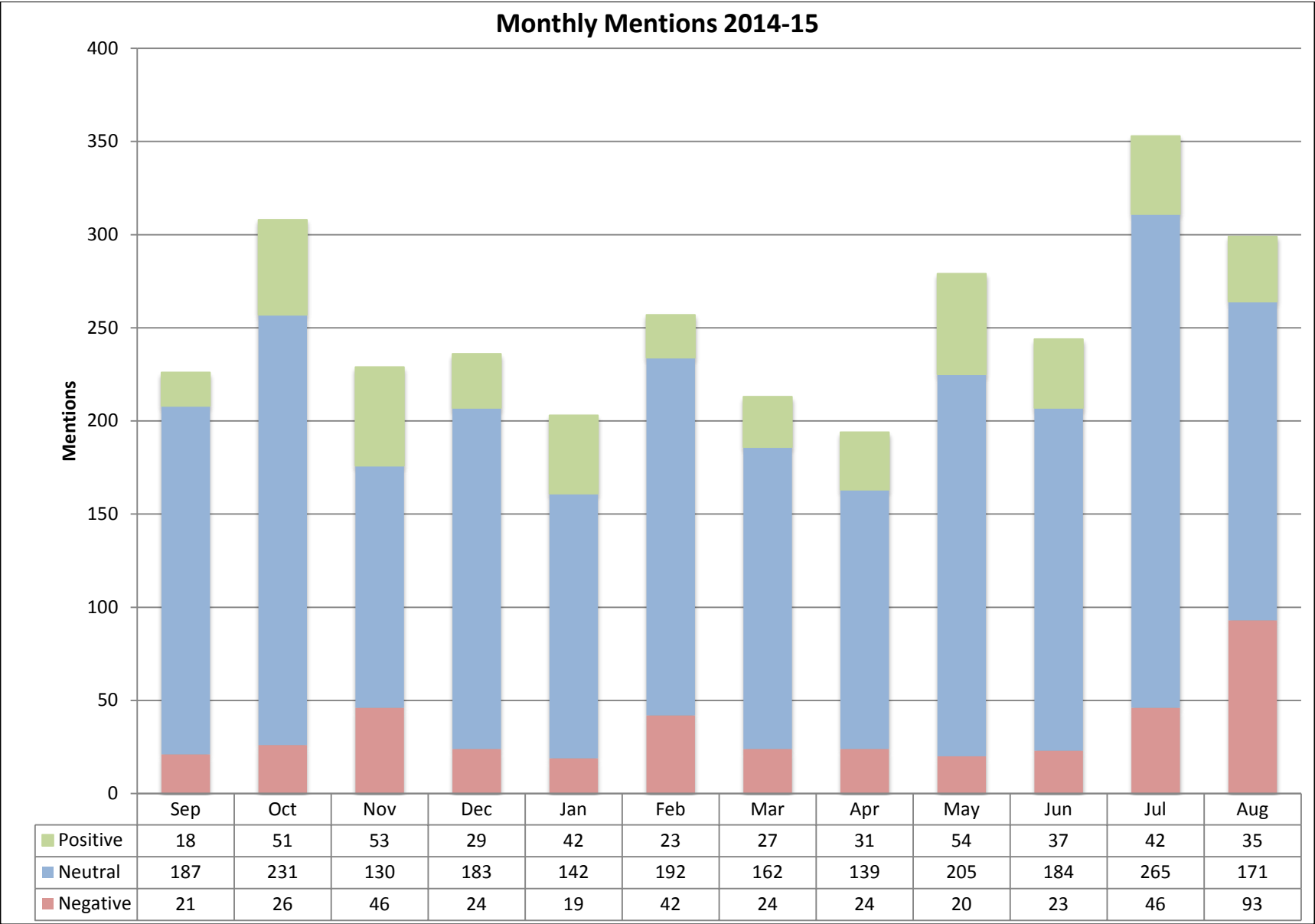
Totals as of July 31, 2014:

- Twitter followers: 9,620
- Facebook “Likes”: 10,449
- YouTube: 212,340 video views

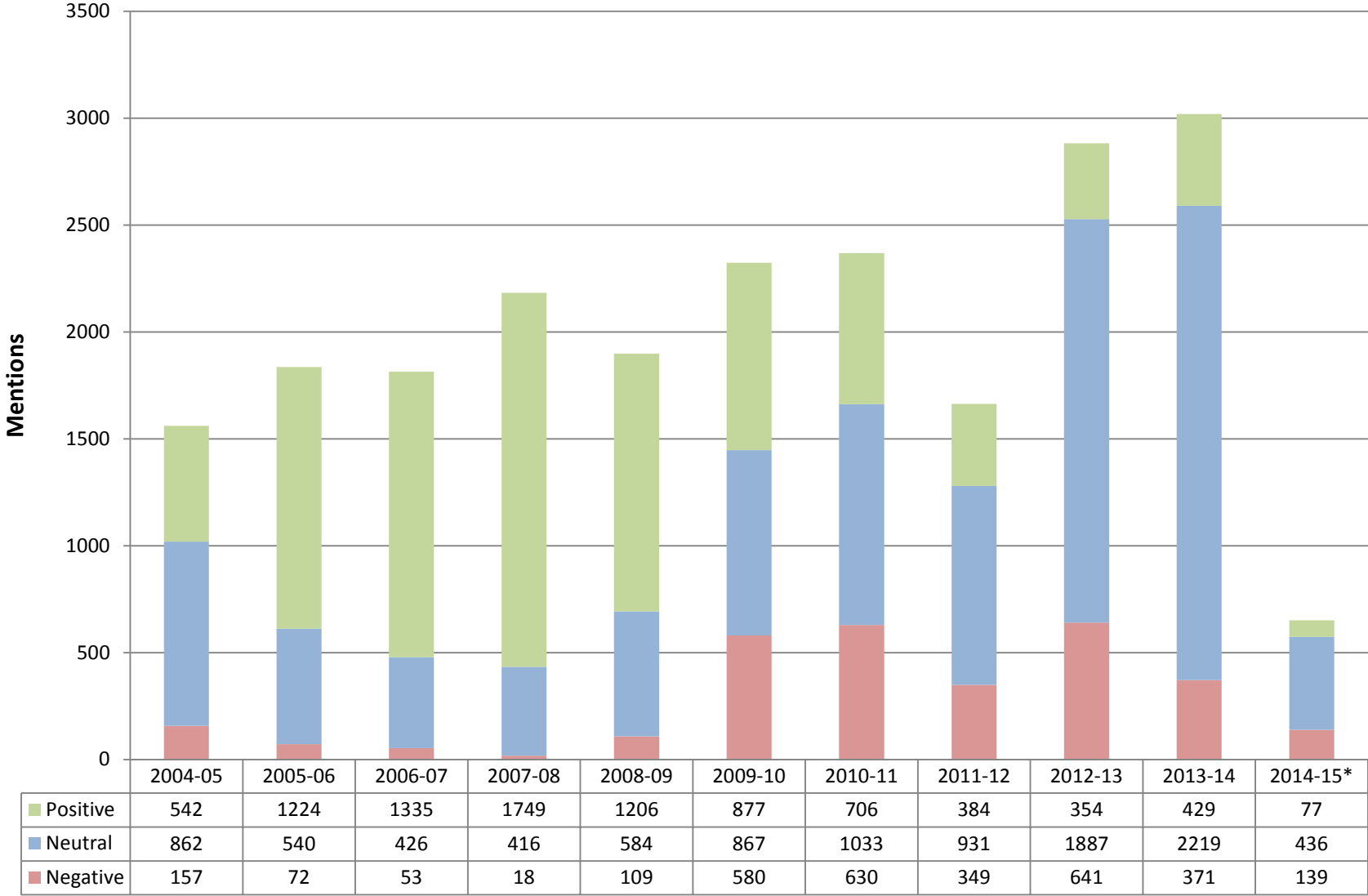
For month of July 2014:

- Twitter Followers added: +269
- Facebook “Likes” added: +166
- YouTube: 8,479 video views





Mentions by Fiscal Year



*Data through August 2014