

CalPERS Office of Public Affairs Strategic Communications Report

The following items include highlights of strategic communication activities for the period covering September 1, 2014 through September 30, 2014:

Date	News Releases	CalPERS Representative	Submitted to:
9/08/2014	CalPERS Calls on Federal EPA to Finalize Carbon Emission Guidelines		
9/08/2014	CalPERS Statement on Anthem Blue Cross - Stanford Negotiations		
9/09/2014	State Controller's Office Review "Did Not Identify Pension Spiking" in CalPERS Public Agencies		
9/11/2014	CalPERS Health Plan Open Enrollment Begins September 15		
9/11/2014	CalPERS Hosts Candidate Forum for Board Election		
9/15/2014	CalPERS Eliminates Hedge Fund Program in Effort to Reduce Complexity and Costs in Investment Portfolio		
9/17/2014	CalPERS Outlines Plan for Financial Markets Principles		
9/17/2014	CalPERS Names Ted Eliopoulos Chief Investment Officer		
9/18/2014	CalPERS Receives Citigroup Settlement Payment Totaling \$88 Million		
9/22/2014	Get to Know Your Candidates - Watch the Candidate Forum Now		
9/23/2014	CalPERS Benefits Education Events in Eureka		
9/23/2014	CalPERS Takes Part in United Nations Climate Summit		
9/25/2014	CalPERS Signs Montreal Carbon Pledge to Measure, Disclose Carbon Footprint of Investment Portfolio		
9/26/2014	CalPERS Responds to News that Bill Gross has Left Pimco		
Date	Opinions/Letters	CalPERS Representative	Submitted to:
9/16/2014	U-T San Diego Editorial Misleads Readers	Brad Pacheco	U-T San Diego

Note: **Bold** Items Submitted and Printed

CalPERS Print/Broadcast/Radio News	Date	Outlet	Spokesperson	Tone ¹
A response to CalPERS' claim	9/2/2014	Calaveras Enterprise		N
CalPERS launches new online application for CalPERS Long-Term Care coverage	9/2/2014	MarketLine	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
Partnering Around Value-Based Payment	9/2/2014	HFMA	Ann Boynton	P
Public Pension Funds Stay Mum on Corporate Expats	9/2/2014	New York Times	Anne Simpson	O
Small city puts spotlight on big CalPERS exit cost	9/2/2014	Calpensions		O
Big investors on sidelines of tax debate; DealBook	9/3/2014	International New York Times	Anne Simpson	N
NY Times: Public Pension Funds Are Profiting From Tax Inversions	9/3/2014	Moneynews	Anne Simpson	O
CalPERS board candidate reports stolen campaign signs	9/4/2014	The Sacramento Bee		O
California City Looks To Quit CalPERS, Fears It Can't Afford To	9/5/2014	Mondaq Business Briefing		O
CalPERS board caters to self-interest	9/5/2014	Record Searchlight		N
Anthem-Stanford contract impasse: CalPERS	9/8/2014	San Francisco Business Times		O
CalPERS Calls On Federal EPA To Finalize Carbon Emission Guidelines Date	9/8/2014	mondovisione	Anne Stausboll	P
Harvard, CalPERS, MIT, Caught in PE Scandal	9/8/2014	aiCIO		N
Second CalPERS candidate says campaign signs have gone missing	9/8/2014	The Sacramento Bee	Brad Pacheco	O
Audit of CalPERS finds \$800 million in legal pension 'spiking'	9/9/2014	The Los Angeles Times	Anne Stausboll	N
Insurer standoff hits thousands; Anthem's Stanford contract expires	9/9/2014	Daily Post	Ann Boynton	O
CalPERS criticized for passive approach to pension 'spiking'	9/10/2014	Reuters		N
CalPERS deficiency may allow pension spiking, state controller finds	9/10/2014	Daily Breeze	Rob Feckner	N
CalPERS Forges \$500m Separate Account With Sankaty	9/10/2014	Private Equity News		O
CalPERS lacks strong pension spiking controls	9/10/2014	The Sacramento Bee	Rob Feckner	N
Pension 'spiking' to cost CalPERS nearly \$800 million, controller says	9/10/2014	The Los Angeles Times		N
Calif. High Court Rules CalPERS Can Sue Credit Agencies for Losses	9/11/2014	California Healthline		O
CalPERS board candidate not discouraged by long odds	9/11/2014	The Sacramento Bee	J.J. Jelincic	O
CalPERS Latest Pension to Show Interest in Private Debt	9/12/2014	Dow Jones		O
CalPERS decides hedge funds are a sell	9/15/2014	The Los Angeles Times	Ted Eliopoulos	O
CalPERS dumping hedge funds	9/15/2014	Pensions & Investments	Ted Eliopoulos	O

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone ¹
CalPERS hires Mahboob Hossain to lead four-person co-invest team	9/15/2014	PEHUB		P
CalPERS launches open enrollment for 2015	9/15/2014	Sacramento Business Journal		O
CalPERS to Exit Hedge Funds, Citing Expenses, Complexity	9/15/2014	Bloomberg	Ted Eliopoulos	O
CalPERS candidate talks about long-term care, pension spiking and lessons learned from losing campaigns	9/15/2014	CalPERS		O
CalPERS dumps hedge funds citing cost, to pull \$4 billion stake	9/16/2014	Reuters		O
CalPERS Pulls All \$4 Billion in Hedge Funds, Citing Costs	9/16/2014	Bloomberg	Ted Eliopoulos	O
CalPERS to Exit Hedge Funds	9/16/2014	The Wall Street Journal	Ted Eliopoulos	O
US pensions giant turns its back on 'costly and complex' hedge funds	9/16/2014	London Evening Standard	Ted Eliopoulos	O
Anthem Blue Cross joins partners to create new health plan	9/17/2014	Orange County Register	Ann Boynton	P
Anthem, Seven California Health Systems Team Up To Form HMO	9/17/2014	California Healthline	Ann Boynton	P
Applying for CalPERS Long-Term Care Just Got Easier	9/17/2014	Noodles	Jeanie Esajian	P
CalPERS Eliminates Hedge Fund Program in Effort to Reduce Complexity and Costs in Investment Portfolio	9/17/2014	Noodles	Ted Eliopoulos	O
CalPERS makes Eliopoulos permanent CIO	9/17/2014	Pensions & Investments	Ted Eliopoulos	P
CalPERS Statement on Anthem Blue Cross - Stanford Negotiations	9/17/2014	Noodles	Ann Boynton	O
Exclusive: CalPERS picks StepStone as consultant	9/17/2014	Infrastructure Investor	Joe DeAnda	O
Faith in Hedge Funds Unshaken by CalPERS' Move--Getting Personal	9/17/2014	Dow Jones Institutional News		O
Harvard Should Copy CalPERS, Not Yale	9/17/2014	Bloomberg News		P
Hospitals and Insurer Join Forces in California to Improve Care	9/17/2014	The New York Times	Ann Boynton	P
Investors Reflect on CalPERS Move	9/17/2014	William Alden		O
Major U.S. pension fund pulls plug on its hedge fund investments; Trendsetter	9/17/2014	National Post	Ted Eliopoulos	O
With Nation's Biggest Pension Fund Quitting Hedge Funds, Other Investors Reflect	9/17/2014	The New York Times	Ted Eliopoulos	O
Be like CalPERS: Dump your hedge funds	9/18/2014	MarketWatch		P
CalPERS hedge exit may be the first of many	9/18/2014	CNBC		O
CalPERS hires chief investment officer amid big changes in its strategy	9/18/2014	Sacramento Business Journal	Ted Eliopoulos	P
CalPERS who? Investors still 'heart' hedgies	9/18/2014	The Tally	Ted Eliopoulos	O
Champion Of Hedge Fund Exit Plan To Lead CalPERS	9/18/2014	FINalternatives	Ted Eliopoulos	O

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone ¹
Despite CalPERS Exit, Hedge Fund Demand Still At High eVestment	9/18/2014	Dow Jones		O
Eliopoulos named investment chief at CalPERS	9/18/2014	The Sacramento Bee	Ted Eliopoulos	P
Hedge funds gain modest inflows despite CalPERS retreat	9/18/2014	Funds Europe		O
State Pension Funds Brush Off CalPERS Move	9/18/2014	FINalternatives		O
CalPERS Receives Citigroup Settlement Payment Totaling \$88 Million	9/19/2014	Exchange News Direct	Anne Stausboll	P
CalPERS to rethink approach to derivatives, housing finance and credit ratings	9/19/2014	IR Magazine		O
CalPERS, Covered California gear up for fall open enrollment	9/19/2014	Sacramento Business Journal		O
In response: Facts overlooked on pension spiking	9/19/2014	U-T San Diego	Brad Pacheco	P
Buttonwood: Can't pay, won't pay	9/20/2014	The Economist	Ted Eliopoulos	O
Pleasant Hill: CalPERS audit finds city incorrectly enrolled staffers of central Contra Costa transit program	9/20/2014	Contra Costa Times	Brad Pacheco	O
CalPERS earnings no longer last among big funds	9/22/2014	Calpensions	Ted Eliopoulos	P
Detroit bankruptcy plan hearing shows contrast with San Bernardino	9/22/2014	McClatchy-Tribune Regional News	Amy Morgan	O
Businesses and investors pressing for green policy	9/23/2014	AP	Anne Simpson	P
CalPERS appoints Ted Eliopoulos as Chief Investment Officer	9/23/2014	Financial Services Monitor Worldwide		P
Leaders urge pay-for-polluting solution; Hit people where it hurts most	9/23/2014	Victoria Times Colonist	Anne Simpson	P
What does CalPERS' hedge fund decision mean for ETFs?	9/23/2014	Benefits Canada	Ted Eliopoulos	O
CalPERS investment performance leads among big pension funds	9/24/2014	Sacramento Business Journal		P
CalPERS Takes Part in United Nations Climate Summit	9/24/2014	Noodls	Anne Simpson	P
Still hedging: Pensions won't follow CalPERS lead	9/24/2014	CNBC		O
CalPERS says HP/Autonomy shareholder settlement needs more work	9/25/2014	Reuters News		O
Institutional investors take the lead on efforts to tackle climate change	9/25/2014	Pensions-Insight	Anne Simpson	P
Breaking Up with CalPERS Is Hard To Do	9/26/2014	IM Weekly	David Lamoureux	N
CalPERS' hedge fund cut a 'dream' for low-cost imitators?	9/26/2014	CNBC		P
CalPERS shows it's bearish on risk	9/26/2014	Sacramento Business Journal		O

Online Enhancements, Videos, Social Media and Webcasts

CalPERS For the Record

- 9/11/2014 CalPERS Allowed to Proceed with Suit Against Ratings Firms
- 9/16/2014 U-T San Diego Editorial Misleads Readers
- 9/19/2014 What is "Pensionable Compensation"...Really?

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

- All Staff Forum
- All Staff Forum Music Video
- Board Candidate Forum webcast
- Board of Administration clips
- CalPERS Investment Manager and Consultant Diversity and Inclusion Survey
- CEO Keynote
- CSOD Personal Reflections
- Honoring CalPERS
- Join the Spark Today
- Your Retirement Options & Online Application webinar

Social Media

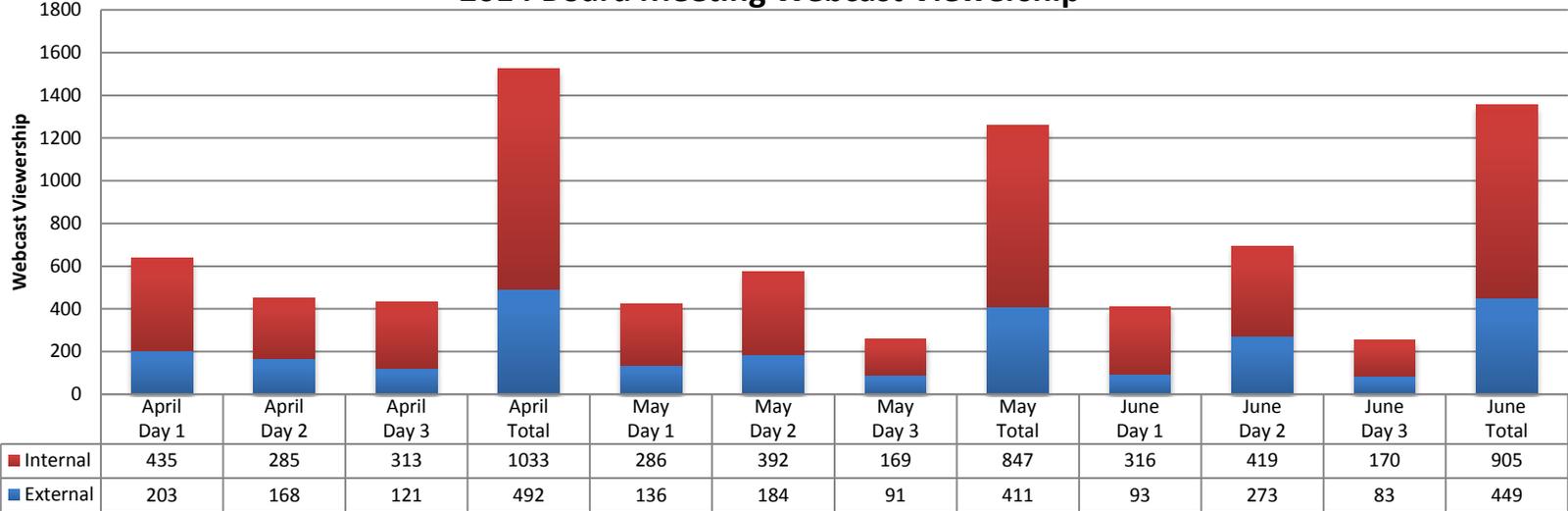
Totals as of September 30, 2014:

- Twitter followers: 9,914
- Facebook "Likes": 10,570
- YouTube: 228,947 video views

For month of September 2014:

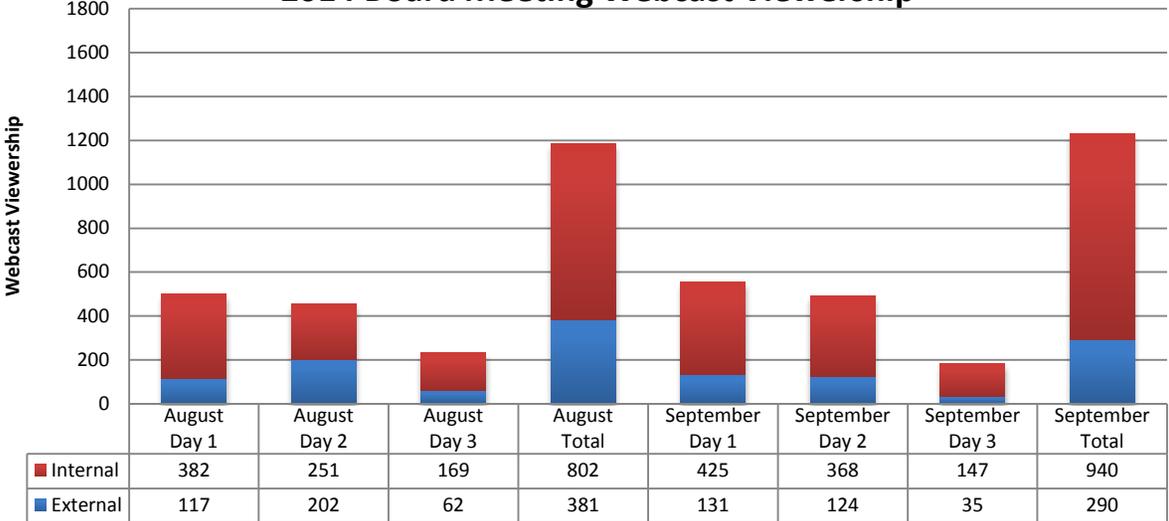
- Twitter Followers added: +294
- Facebook "Likes" added: +121
- YouTube: 16,607 video views

2014 Board Meeting Webcast Viewership



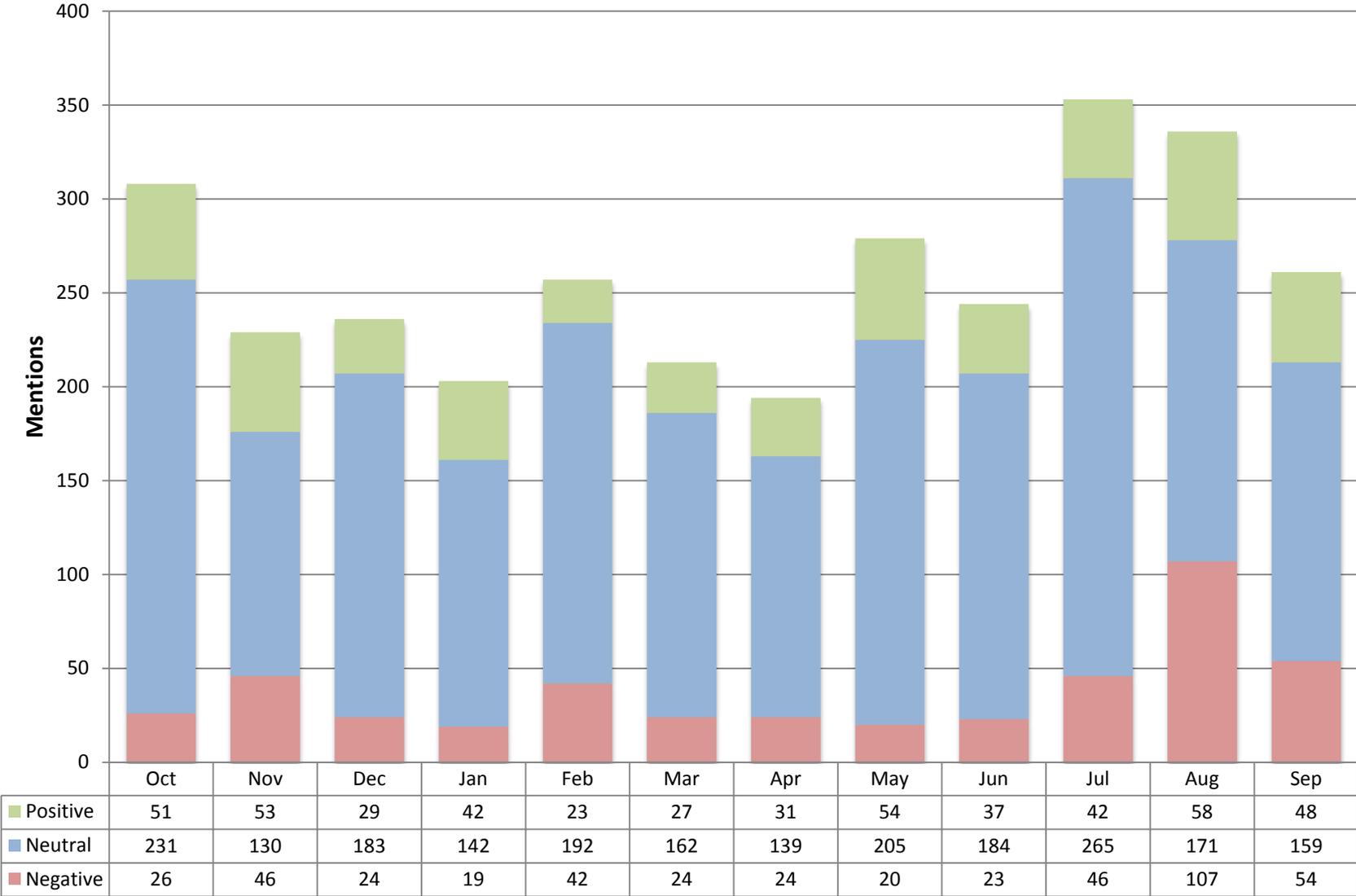
2014 Webcast Dates

2014 Board Meeting Webcast Viewership

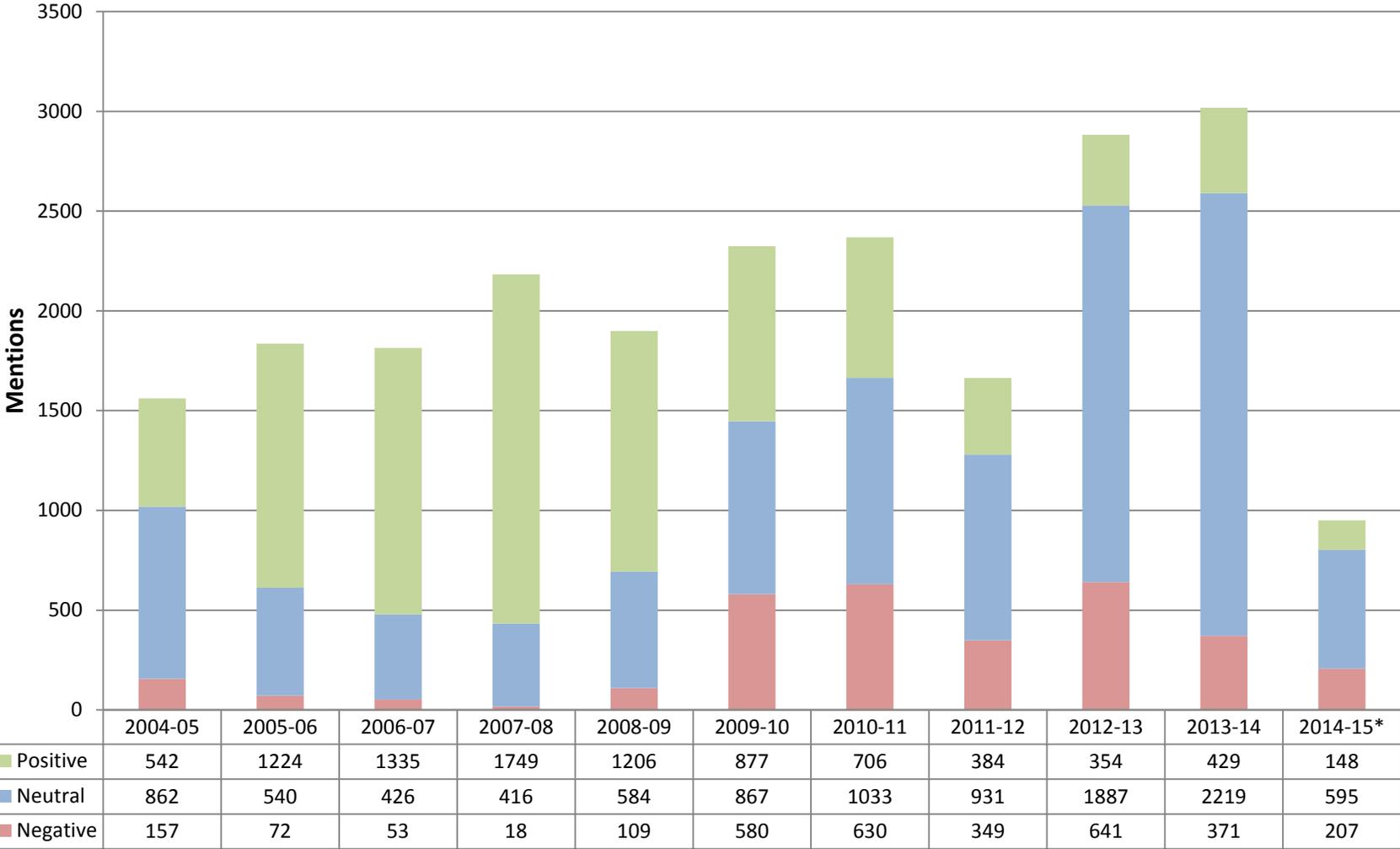


2014 Webcast Dates

Monthly Mentions 2014-15



Mentions by Fiscal Year



*Data through September 2014