

CalPERS Office of Public Affairs Strategic Communications Report

The following items include highlights of strategic communication activities for the period covering October 1, 2014 through October 31, 2014:

Date	News Releases
10/01/14	Theresa Taylor, Priya Mathur Named Preliminary Winners of CalPERS Board Election
10/01/14	Court Opinion on Stockton Pensions Not Legally Binding
10/01/14	CalPERS Says "Real Precedent" in Pension Ruling is That Cities Can Make Smart Decisions Like Stockton
10/08/14	CalPERS Selects GCM Grosvenor to Run \$200 Million Private Equity Emerging Manager Fund-of-Funds
10/14/14	"CalPERS Effect" Continues to Improve Company Performance
10/30/14	CalPERS CEO Issues Statement on Stockton Bankruptcy

Date	Opinions/Letters	CalPERS Representative	Submitted to:
10/19/14	Another View: If pensions are cut, the losers are public employees	Anne Stuasboll	The Sacramento Bee

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

CalPERS Print/Broadcast/Radio News	Date	Outlet	Spokesperson	Tone ¹
CalPERS members can choose Sutter after 10-year gap	10/1/2014	Davis Enterprise		P
CalPERS Isn't Done With High-Fee Investment Gurus	10/2/2014	The New York Times	Ted Eliopoulos	O
CalPERS No Better Than Bondholders in Stockton Bankruptcy Ruling	10/2/2014	Bloomberg	Brad Pacheco	O
CalPERS Refutes Judgement to Let Stockton Walk Away	10/2/2014	aiCIO		O
CalPERS Ruling in Stockton Case May Encourage More Pension Cuts	10/2/2014	Bloomberg		O
Challenge to Sanctity of Pensions	10/2/2014	The New York Times		O
Ex-CalPERS counsel joins law firm in Seattle	10/2/2014	The Sacramento Bee		O
Federal Judge Smacks CalPERS on Sanctity of Pensions; CalPERS Liens Null and Void	10/2/2014	GlobalEconomicAnalysis		O
Judge to make final ruling on Stockton bankruptcy late October	10/2/2014	Reuters	Rosanna Westmoreland	O

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone ¹
Ruling is a blow to pensions	10/2/2014	Los Angeles Times		O
Stockton Judge: CalPERS Not Sancrosanct in Chapter 9	10/2/2014	IM Weekly		O
The wait continues on Stockton's bankruptcy plan	10/2/2014	The Record		O
A CalPERS Comeuppance	10/7/2014	The Wall Street Journal		N
CalPERS board member now facing \$4,000 fine over campaign disclosure problems	10/7/2014	The Sacramento Bee		N
Other Pensions Eye CalPERS Hedge Fund Investments	10/7/2014	FINalternatives		O
CalPERS Boosting Real Estate Investments as It Exits Hedge Funds	10/8/2014	Newsmax		O
CalPERS Reboots Its Real-Estate Ambitions	10/8/2014	Dow Jones	Ted Eliopoulos	P
The CalPERS Decision and the Rise of Liquid Alts	10/8/2014	MorningStar		O
Another View: If pensions are cut, the losers are public employees	10/9/2014	The Sacramento Bee	Anne Stausboll	P
CalPERS adds two Sutter HMO plans	10/9/2014	The Auburn Journal		O
CalPERS says it's working quietly on the future of 301 Capitol Mall	10/9/2014	Sacramento Business Journal	Rosanna Westmoreland	O
Scale drove CalPERS hedge fund move	10/9/2014	In Investment		O
CalPERS Aims to Boost Real-Estate Investment	10/10/2014	LBO Wire	Ted Eliopoulos	O
CalPERS' center closing for West Sacramento move	10/13/2014	The Sacramento Bee		O
CalPERS Eyes Lower Rated CLO Purchases-- Market Talk	10/13/2014	Wall Street Journal		O
California tells employees: Don't talk to media	10/15/2014	The Sacramento Bee	Rob Feckner	N
CalPERS Gets More Aggressive With CLOs	10/15/2014	Dow Jones		O
CalPERS, CalSTRS among biggest players in private equity	10/16/2014	The Sacramento Bee		O
CalPERS board member stripped of leadership posts for campaign finance infractions	10/17/2014	The Sacramento Bee	Rob Feckner	N
CalPERS member is disciplined; Board strips Priya Mathur of her posts after she repeatedly violated California's political ethics laws.	10/17/2014	Los Angeles Times		N
CalPERS has highest complexity, costs compared to other funds	10/20/2014	L.A. Business Journal		O
Letter – CalPERS - 'Bloated, corrupt' system	10/20/2014	The Sacramento Bee		N
First In, First Out: Retreat by CalPERS, 'the Godfather Of Retirement Systems,' Reverberates Around The U.S.	10/21/2014	Wall Street Journal		O
Reference Pricing Taking Hold	10/21/2014	Payers and Providers	Ann Boynton	P

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone ¹
Jerry Brown makes key state personnel appointments	10/22/2014	The Sacramento Bee		O
More Insurers Put Spending Limits On Medical Treatments	10/22/2014	NPR	Ann Boynton	P
Ruling could impact pensions	10/22/2014	The Alamedan	Matt Jacobs	O
More plans setting spending limits for some medical services	10/23/2014	Kaiser Health News	Ann Boynton	P
Private insurers squeezing device companies in bid to limit costs	10/23/2014	Fierce Medical Devices	Ann Boynton	O
California Pension Fund Mystified That Folks Are Upset About Budget-Busting	10/24/2014	Reason	CalPERS	N
CalPERS' 99 Bonuses Spike Pension Costs	10/24/2014	LA Business Journal		N
Deutche Bank Says CalPERS Not Impacting Hedge Fund Allocations	10/24/2014	Valuwalk		O
Editorial – Calpers Fights Pension Honesty — Again	10/24/2014	U-T San Diego		N
Hedge Fund Maven Anthony Scaramucci On CalPERS' Folly, Activist Investors And The Revival Of Wall Street Week	10/24/2014	Forbes Magazine		O
CalPERS bides time on downtown Sacramento site near new arena	10/27/2014	The Sacramento Bee	Ted Eliopoulos	O
CalPERS investment head, congressman headline Venture Forum	10/27/2014	The Fresno Bee		O
Price plan aids employers and insurers, but does it help consumers?	10/28/2014	The Washington Post	Ann Boynton	P
Should CalPERS Have Doubled Before Quitting Hedge Funds?	10/28/2014	Chief Investment Officer	Ted Eliopoulos	O
Bankruptcy ruling: Sigh of relief	10/31/2014	Stockton Record		P
CalPERS welcomes Stockton bankruptcy ruling, says it 'protects pension promises'	10/31/2014	Reuters		O
CEO Issues Statement on Stockton Bankruptcy	10/31/2014	Imperial Valley News		P
EDITORIAL – Victory with an asterisk	10/31/2014	Stockton Record		O
Investors Chide Bank of America on Combining Chairman-CEO Roles	10/31/2014	The Wall Street Journal	CalPERS	O
Judge Approves Bankruptcy Exit for Stockton, Calif.	10/31/2014	The New York Times		O

Online Enhancements, Videos, Social Media and Webcasts

CalPERS For the Record

- 10/07/14 U-T San Diego Editorial on Pension Ruling Way Off Base
- 10/10/14 CalPERS CEO on Pensions and Bankruptcy
- 10/15/14 The Buck Doesn't Stop Here: The CalPERS Pension Buck Identifies the Income Sources of Public Employee Pensions
- 10/23/14 LA Times One-Sided Perspective Falls Short
- 10/27/14 Joe Tarica's "Disdain" of CalPERS Misplaced
- 10/29/14 CPC Needs a Lesson in Fact Checking

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

- Supervisory Skills Enhancement Series: Performance Management & Coaching
- Investment Office Trade Room Tour
- Insight with Ted Eliopoulos: The Hedge Fund Decision
- Educational Forum
- my|CalPERS Course 206: Retirement Contract Overview for Public Agencies and Schools webinar
- Family Status Changes webinar
- Toigo Careers with a Difference - Working in the Public Sector" webinar

Social Media

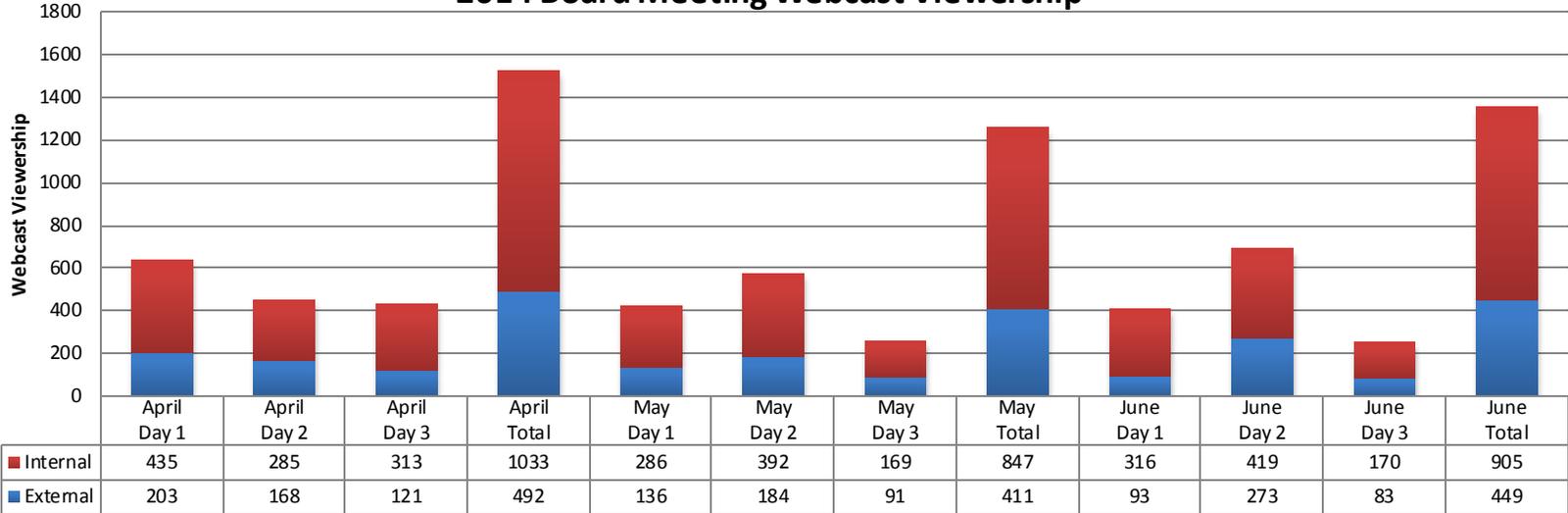
Totals as of October 31, 2014:

- Twitter followers: 10,100
- Facebook "Likes": 10,626
- YouTube: 239,519 video views

For month of October 2014:

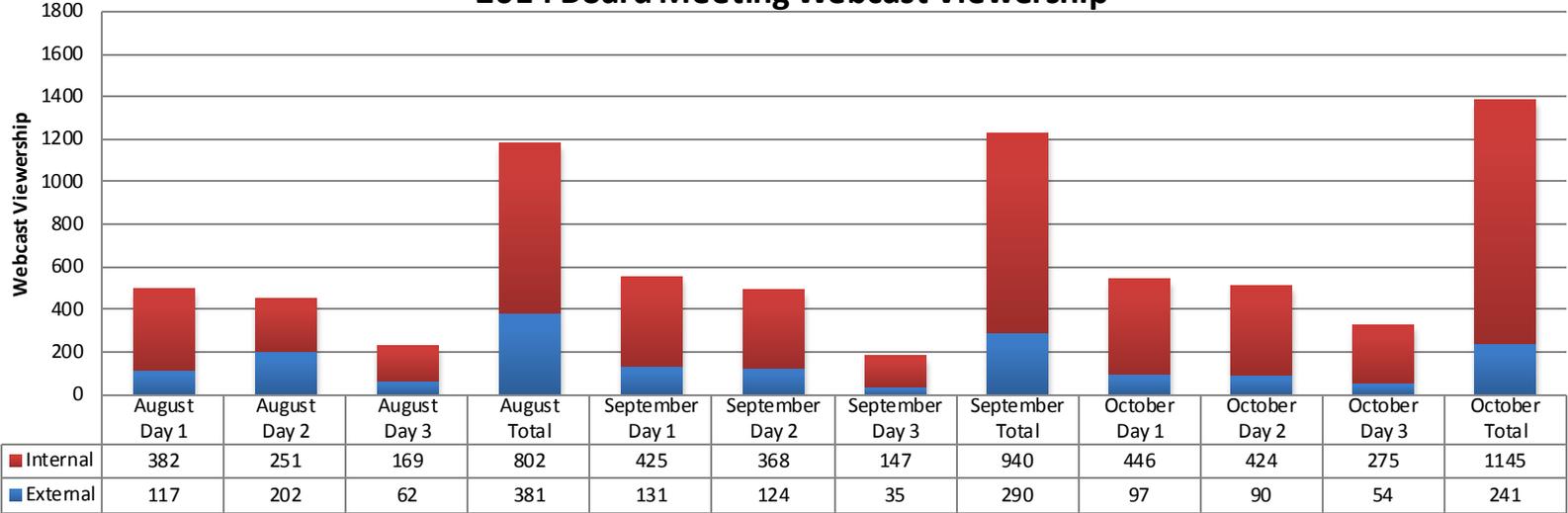
- Twitter Followers added: +186
- Facebook "Likes" added: +56
- YouTube: 9,936 video views

2014 Board Meeting Webcast Viewership



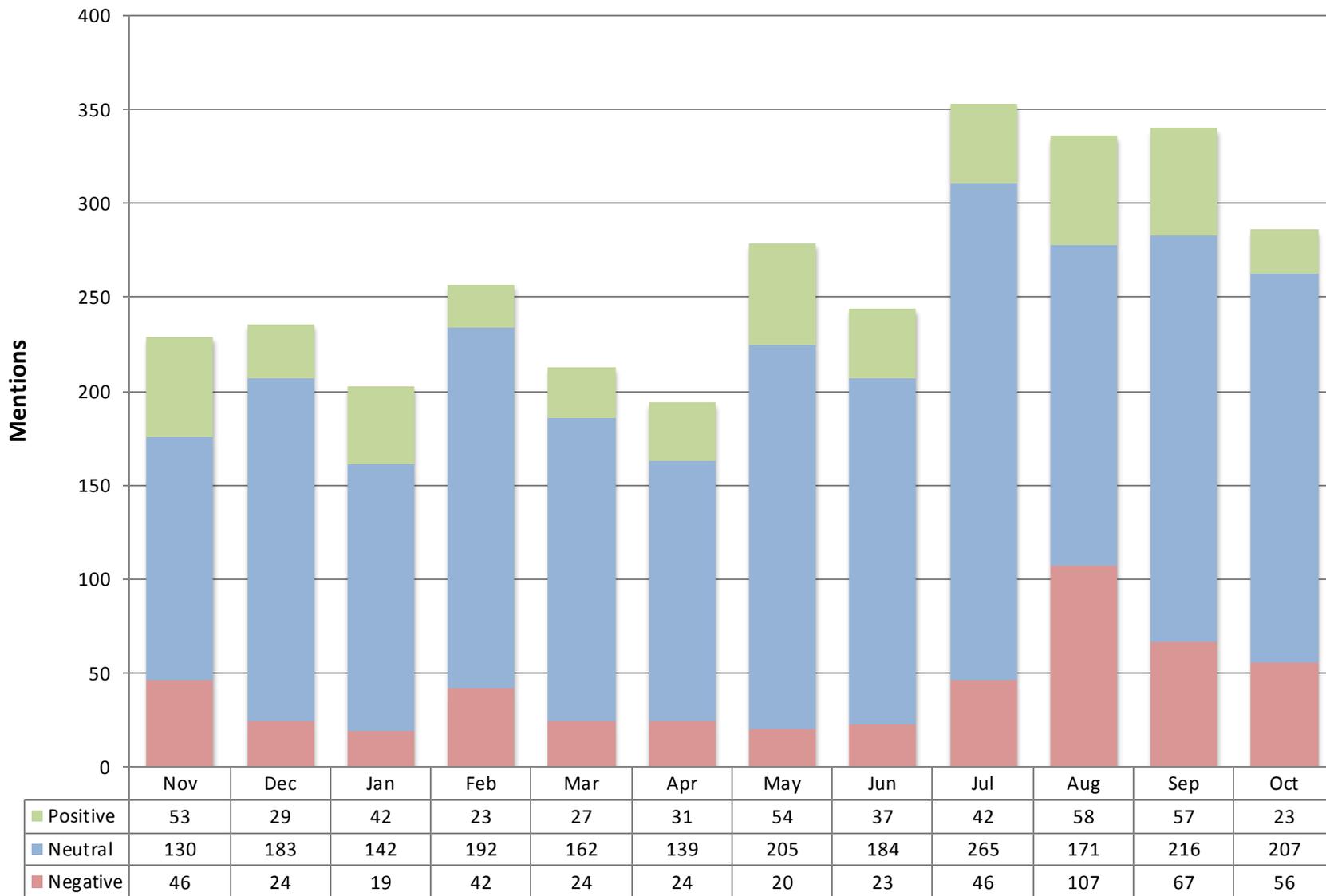
2014 Webcast Dates

2014 Board Meeting Webcast Viewership

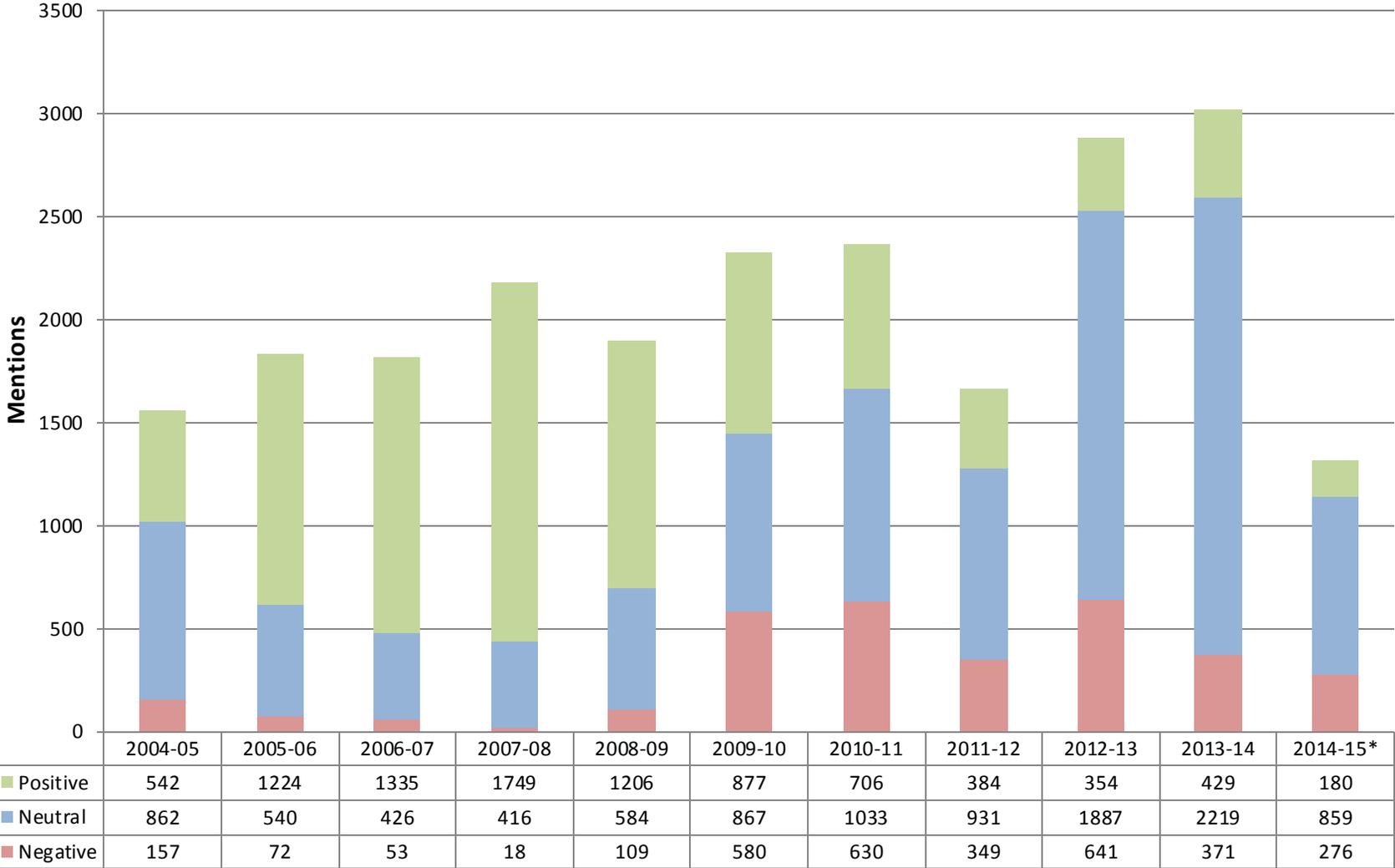


2014 Webcast Dates

Monthly Mentions 2014-15



Mentions by Fiscal Year



*Data through October 2014