

CalPERS Office of Public Affairs Strategic Communications Report

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

Date	News Releases
11/03/14	CalPERS Receives \$249.3 Million from Bank of America Mortgage-backed Securities Settlement
11/05/14	CalPERS Commits \$80 Million with GCM Grosvenor in California-focused Private Equity Fund
11/13/14	CalPERS Diversity Chief Receives Hero Award
11/18/14	CalPERS Dependent Eligibility Verification Project Saves More than \$106 Million
11/20/14	CalPERS Board Selects Federal Health Representative
11/25/14	CalPERS Reports Additional Savings of \$162 Million

Date	Opinions/Letters	CalPERS Representative	Submitted to:
11/18/14	Pension Equality Starts with Fiscal Responsibility	Brad Pacheco	Monterey Herald

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

CalPERS Print/Broadcast/Radio News	Date	Outlet	Spokesperson	Tone ¹
Opinion: Controller John Chiang drops bombshell on California public pensions	11/1/2014	The Sacramento Bee		N
CalPERS Hails Stockton Bankruptcy Ruling	11/3/2014	ai-CIO	Anne Stausboll	O
CalPERS gets \$249 million in Bank of America mortgage settlement	11/4/2014	The Sacramento Bee	Anne Stausboll	P
CalPERS receives \$250 million from Bank of America	11/4/2014	Sacramento Business Journal	Anne Stausboll	P
CalPERS receives USD249.3m from Bank of America mortgage-backed securities settlement	11/4/2014	Institutional Asset Manager	Anne Stausboll	P
Bankrupt San Bernardino Said Repaying Millions in Arrears to CalPERS	11/5/2014	Reuters		P
Stockton bankruptcy plan a sets good precedent for CalPERS , credit firm says	11/6/2014	The Sacramento Bee		P

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone ¹
Moody's: Stockton Ruling is Credit Positive for CalPERS	11/6/2014	The Bond Buyer		P
Figure in CalPERS bribery probe pleads not guilty	11/6/2014	The Sacramento Bee		N
A push to give investors more say on directors	11/7/2014	New York Times	Anne Simpson	P
Valley Venture Forum provides advice, opportunities for local entrepreneurs	11/7/2014	The Fresno Bee		O
Tustin pays off CalPERS bill early	11/8/2014	The Orange County Register		P
University of California Defies CalPERS on Hedge Funds	11/10/2014	Bloomberg News		O
CalPERS will find it tough to sustain strong real estate returns	11/12/2014	Pensions & Investments	Brad Pacheco	O
CalPERS infra portfolio outperforms benchmark	11/13/2014	Infrastructure Investor		P
Editorial: Preparing for a pension bailout	11/13/2014	OC Register		N
Tustin Makes \$4.3M Early CalPERS Payment	11/13/2014	California Healthline		P
CalPERS Diversity Chief Receives Hero Award	11/14/2014	San Diego News	Anne Stausboll	P
CalPERS infra portfolio outperforms benchmark	11/14/2014	Infrastructure Investor		P
State pension funds are running dry	11/14/2014	Los Angeles Times	John Chiang	N
CalPERS drops nearly 15,000 from state health rolls	11/14/2014	The Sacramento Bee		P
Is CalPERS a Canary in the Coal Mine?	11/17/2014	cfainstitute		O
"Unfinished Business": Chuck Reed's Just Getting Started On Pension Reform	11/18/2014	Fox & Hounds	Anne Stausboll	O
Feds could alter how insurers use reference pricing	11/19/2014	FierceHealthPayer	Ann Boynton	O
CalPERS Reviews Its Timber Holdings	11/19/2014	Dow Jones		O
CalPERS' exit from hedge funds hasn't sparked copycats	11/19/2014	Reuters		O
Paul Singer: CalPERS 'off-base' to ax hedge funds	11/19/2014	CNBC.Com		O
Taxpayers liable for skyrocketing pension debt	11/20/2014	Sacramento Bee		N
Singer Blasts CalPERS' Hedge-Fund Exit	11/20/2014	FinAlternatives		N
CalPERS to go unchallenged in San Bernardino bankruptcy plan	11/20/2014	Bloomberg		P
CalPERS program to drop ineligible dependents delivers \$106.3M in savings	11/21/2014	Sacramento Business Journal	Ann Boynton	P
Taxpayers liable for skyrocketing pension debt	11/21/2014	Ventura County Star		N

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone ¹
CalPERS wins yet another hollow victory-San Bernardino	11/21/2014	UT San Diego		O
Pay for CalPERS board members varies widely	11/22/2014	The Sacramento Bee		N
From the Notebook: How CalPERS' board pays itself	11/24/2014	The Sacramento Bee		N
California Pension Fund Bonus Payouts Climb 14% From Prior Year	11/24/2014	Bloomberg	Brad Pacheco	O
CalPERS Retirees Outnumber Active Workers Soon	11/24/2014	Calpensions	Alan Milligan	O
CalPERS bonus payouts climb 14% to \$9 million	11/25/2014	SF Gate	Brad Pacheco	O
Hedge fund Breton Hill retools after CalPERS cuts; Head count has been halved, but growth expected from Purpose business	11/25/2014	The Globe and Mail		O
CalPERS deal with San Bernardino bad for bondholders, credit firm says	11/25/2014	Sacramento Bee		N
Moody's: Bankrupt San Bernardino's Agreement with CalPERS Is A Credit Negative	11/25/2014	The Bond Buyer		N
Retirement schemes change investment tack:Hefty hedge fund fees put pension programs off	11/28/2014	Nikkei Report	Ted Eliopoulos	O

Online Enhancements, Videos, Social Media and Webcasts

CalPERS For the Record

- 11/10/14 The Right Numbers Tell the Story on Pensions
- 11/18/14 Pension Equality Starts with Fiscal Responsibility
- 11/25/14 Fox News VP Presents an Uninformed View on Pensions

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

- Tales of the Trade (Water Risk)
- Brown Bag: Making Disability Work for You
- Insight & Inquiry Speaker Series: Asset Liability Management
- CBEE Eureka
- School Employer Advisory Committee (SEAC) Meetings Webcast
- Power of Attorney Webinar

Social Media

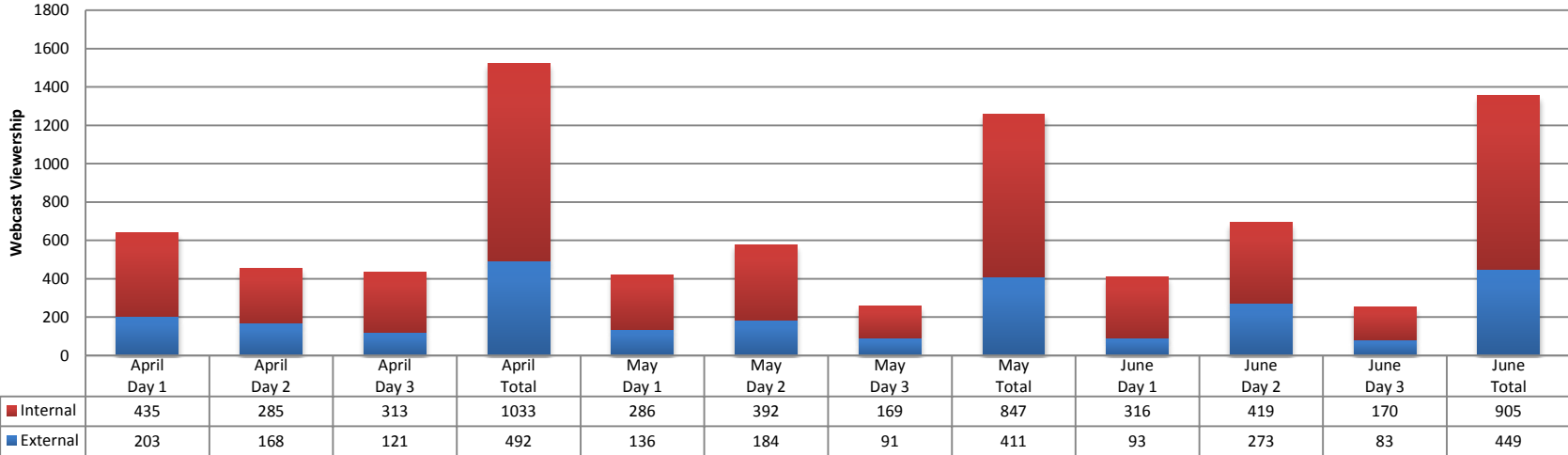
Totals as of November 30, 2014:

- Twitter followers: 10,300
- Facebook “Likes”: 10,665
- YouTube: 244,666 video views

For month of November 2014:

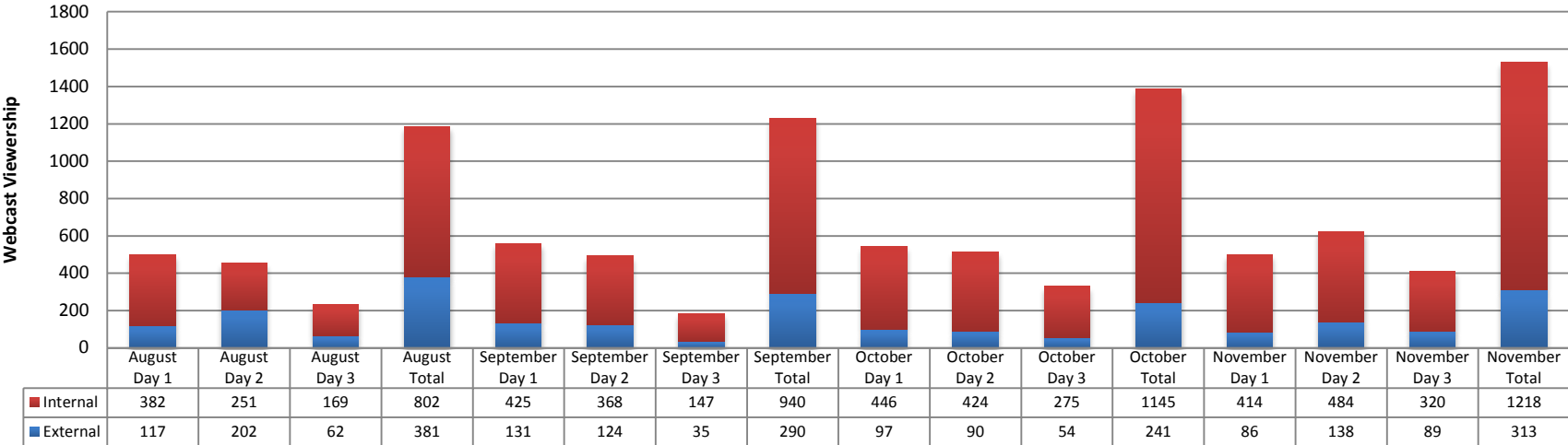
- Twitter Followers added: +200
- Facebook “Likes” added: +39
- YouTube: 5,230 video views

2014 Board Meeting Webcast Viewership



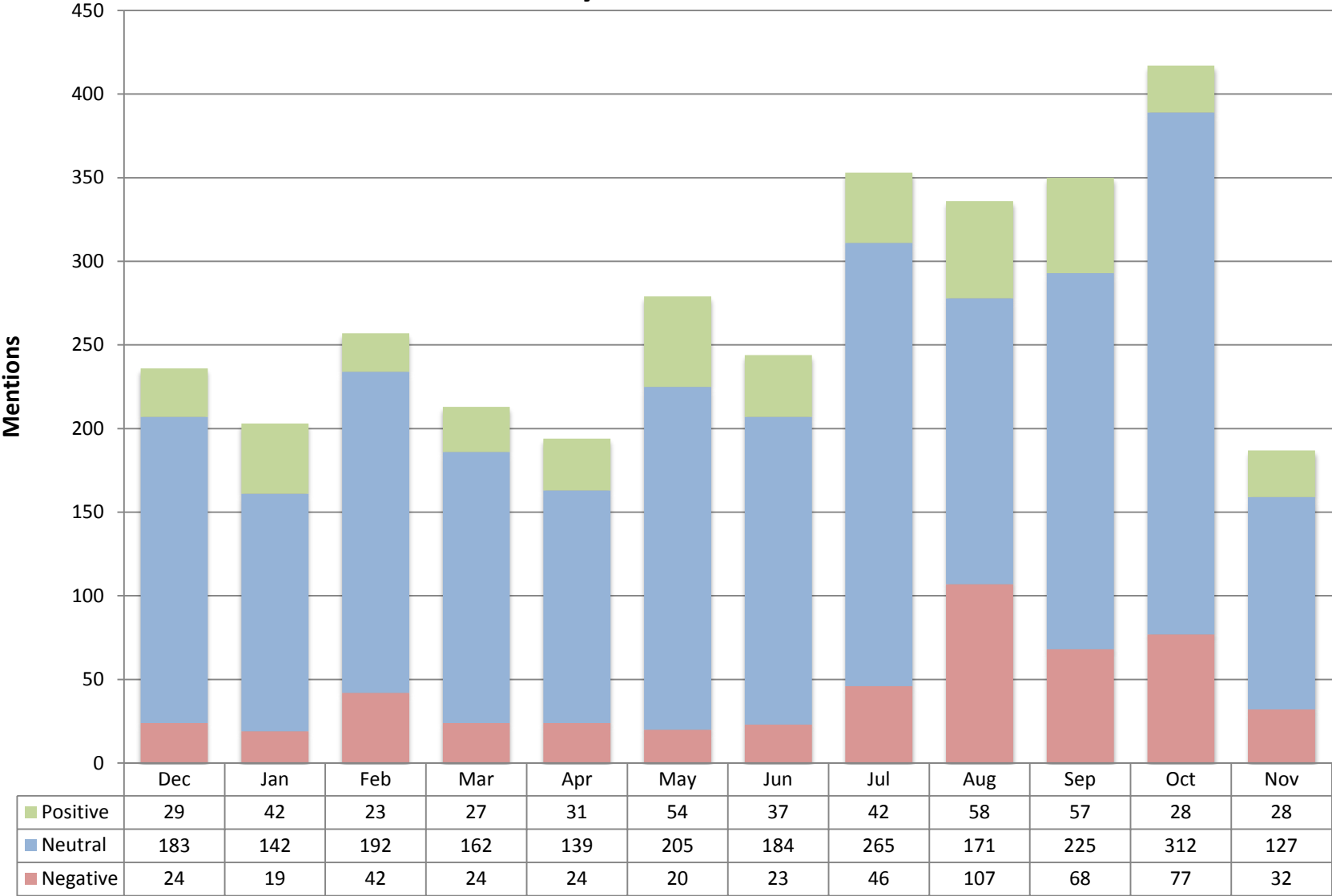
2014 Webcast Dates

2014 Board Meeting Webcast Viewership

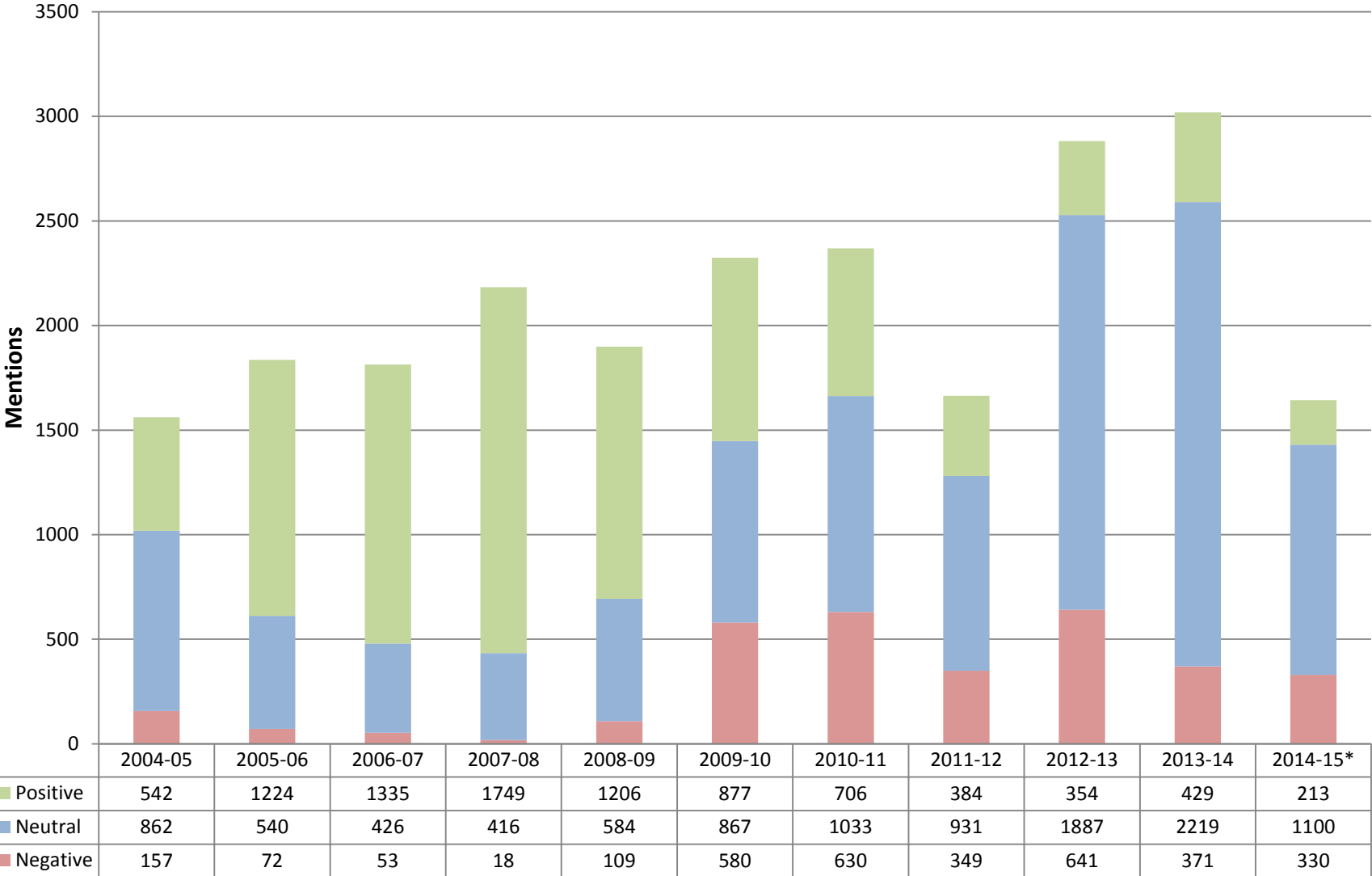


2014 Webcast Dates

Monthly Mentions 2014-15



Mentions by Fiscal Year



*Data through November 2014