

CalPERS Office of Public Affairs Strategic Communications Report

The following items include highlights of strategic communication activities for the period covering January 1, 2015 through January 31, 2015:

Date	News Releases
1/08/2015	CalPERS Benefits Education Events in Cathedral City
1/09/2015	CalPERS Issues Statement on Proposed State Budget
1/12/2015	CalPERS Benefits Education Events in San Luis Obispo
1/13/2015	New Reports Detail Pension Fund Finances
1/16/2015	Bill Slaton Reappointed to CalPERS Board
1/20/2015	CalPERS Board Re-Elects Feckner as President; Elects Henry Jones as Vice President

Date	Opinions/Letters	CalPERS Representative	Submitted to:
1/07/2015	OC Register misleads readers with dated facts	Brad Pacheco	OC Register
1/26/2015	Prefunding Retiree Healthcare is Fiscally Prudent	Brad Pacheco	The Sacramento Bee

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

CalPERS Print/Broadcast/Radio News	Date	Outlet	Spokesperson	Tone ¹
Will Brown propose paying judges pension debt?	1/5/2015	Calpensions		O
Armed rangers program in doubt ; With CalPERS retirees out, it may be scrapped	1/5/2015	The Orange County Register		O
Judges Sue CalPERS over Pension Change	1/5/2015	Plan Sponsor		N
Biggest Pension Fund Increases Pay for Top Executive by 64%	1/7/2015	Bloomberg		O
CalPERS Who? Agecroft Sees \$215B Going to Hedge Funds -- Market Talk	1/7/2015	Dow Jones Institutional News		O
Ditching CalPERS hard, costly; Last In A Two-Part Series	1/7/2015	Daily Post		N
Judges fight for better pensions	1/8/2015	The Sacramento Bee	Rosanna Westmoreland	O
Japan Government Pension Investment Fund raises pay of chief	1/8/2015	Business Times Singapore		O

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone ¹
San Bernardino Sued for Favoring Pensions Over Bondholders	1/8/2015	Bloomberg	Brad Pacheco	O
CalPERS rethink puts spotlight on hedge fund infrastructures	1/8/2015	Cooconnect		O
US pension fund CalPERS puts strategy to test	1/8/2015	German Collection		O
CalPERS' Ex-Hedge Fund Chief Robertiello Hired by Chatham	1/9/2015	Bloomberg	Ted Eliopoulos	O
Opinion – CalPERS Continues To Take Shots At The Press - California		The National Law		
Public Employees' Retirement System	1/9/2015	Review		N
CalPERS, PGGM Hedge Fund Chiefs Find New Employment	1/12/2015	Chief Investment Officer	Ted Eliopoulos	O
PIMCO strife, CalPERS shift lead 2014's top stories	1/12/2015	Pensions & Investments		O
San Bernardino Bondholders Sue for Treatment Equal to CalPERS	1/12/2015	The Bond Buyer		O
Ex-CalPERS official facing fraud charges said to be too sick to come to court	1/13/2015	Los Angeles Times		O
CalPERS reports improved 2014 finances, investment returns	1/13/2015	Reuters		P
CalPERS' financial health improves	1/14/2015	The Sacramento Bee	CalPERS	P
CalPERS posts big investment returns; Pension fund reports an 18.4% gain in its last fiscal year; funding level rises to 77%	1/14/2015	Los Angeles Times		P
Defendant in CalPERS corruption case dies in Reno	1/14/2015	Reuters		O
Ex-Vallejo manager's ironic fight with CalPERS	1/15/2015	The Sacramento Bee	Rosanna Westmoreland	P
Alfred Villalobos, fixture in CalPERS corruption scandal, apparently commits suicide	1/15/2015	The Sacramento Bee	Brad Pacheco	N
Former pension official commits suicide; Alfred J.R. Villalobos, an ex- CalPERS board member, was accused of bribery, conspiracy	1/15/2015	Los Angeles Times	Brad Pacheco	O
Businessman in CalPERS Case Dies Before Trial	1/15/2015	LBO Wire	Brad Pacheco	O
CalPERS funding levels rise to 77 percent	1/15/2015	BenefitsPro.com		P
Reno police identify weapon, location in Villalobos death	1/16/2015	The Sacramento Bee		N
Soaring stock, real estate markets give CalPERS 18.4 percent returns	1/16/2015	Sacramento Business Journal Online		P
Sad end for CalPERS private equity 'golden years'	1/20/2015	CalPensions	Scott Jacobsen	N
CalPERS cuts back on private equity	1/20/2015	The Australian Financial Review	Ted Eliopoulos	O
Bill Slaton Reappointed To California Public Employees' Retirement System Board	1/20/2015	US Fed News	Rob Feckner	O

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone ¹
CalPERS Board Discussion of Fees Exposes Naivete, Misguided Aim of Fee Reduction Effort	1/20/2015	Naked Capitalism		N
CalPERS to prune PE managers to 120 or fewer	1/21/2015	ValueWalk.com	Ted Eliopoulos	O
CalPERS cuts back on private equity	1/21/2015	The Australian Financial Review	Ted Eliopoulos	O
CalPERS Is Not in Danger of Breaking Up With Private Equity	1/21/2015	New York Times Blog	Joe DeAnda	O
CalPERS' Feckner is reelected as president; Also, Henry Jones is picked to replace Priya Mathur as board vice president	1/21/2015	Los Angeles Times	Rob Feckner	O
A.M. Funds Roundup: Inflows Swamp Gold Funds; CalPERS to Reshuffle Private Equity	1/21/2015	Dow Jones Institutional News		O
How to Pay for Retiree Health Coverage	1/22/2015	California Healthline	Donna Lum	O
Bankrupt San Bernardino to impair bondholders, not CalPERS, in exit plan -city attorney	1/23/2015	Reuters		O
Anne Stausboll, CalPERS CEO: the \$300bn woman	1/26/2015	Financial Times	Anne Stausboll	P
Sheriff's departments have highest-paid local government workers in Sacramento region	1/26/2015	The Sacramento Bee	Rosanna Westmoreland	O
Dreaming of a New 'Norm' for Executive Pay	1/27/2015	Creators.com	Anne Simpson	O
PE Managers Must Act After CalPERS' Cuts	1/27/2015	Chief Investment Officer		O
Shareholders threaten boards over 'proxy access'	1/28/2015	USA Today	Anne Simpson	O
CalPERS re-elects board president	1/28/2015	MarketLine	Rob Feckner	O
State pay figures elicit jealousy and even anger	1/29/2015	Record Searchlight		N
The pension and the placement agent	1/30/2015	pehub.com	Ted Eliopoulos	N
CalPERS right to cut private equity allocations, says Schwarzman	1/30/2015	Permalink		O

¹P – Positive tone
N – Negative tone
O – Neutral tone

Online Enhancements, Videos, Social Media and Webcasts

CalPERS For the Record

1/07/2015 OC Register Misleads Readers with Dated Facts

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

- CalPERS Compare (for employers)
- Ed Forum Keynote Speaker: John Martin
- Member Self Service-my|CalPERS webinar
- Planning Your Retirement – webinar release
- CalPERS Compare - Prescription Drug Savings (for members)
- Board Offsite - Annual Fiduciary Training

Social Media

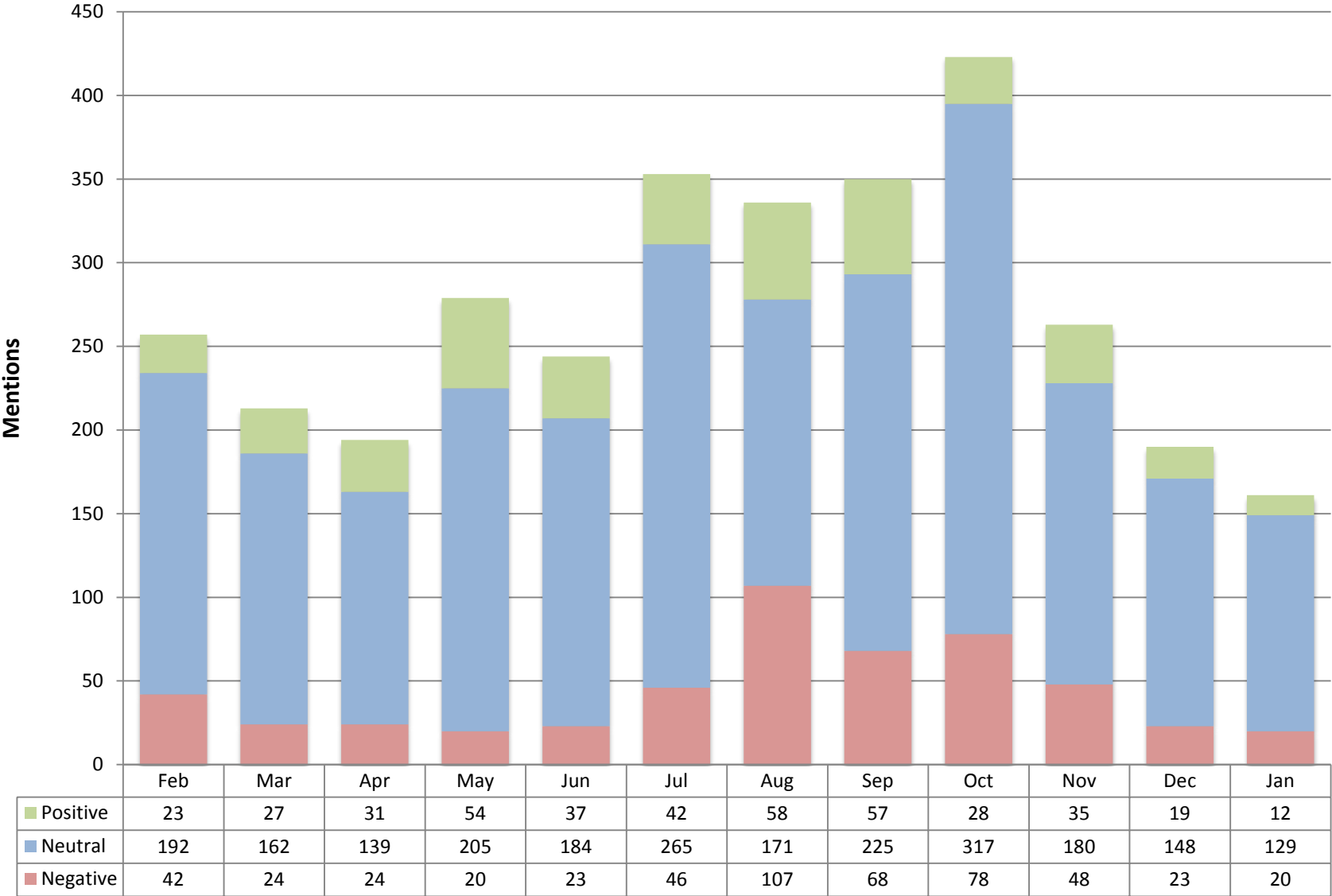
Totals as of January 31, 2015:

- Twitter followers: 10,800
- Facebook “Likes”: 10,798
- YouTube: 257,165 video views

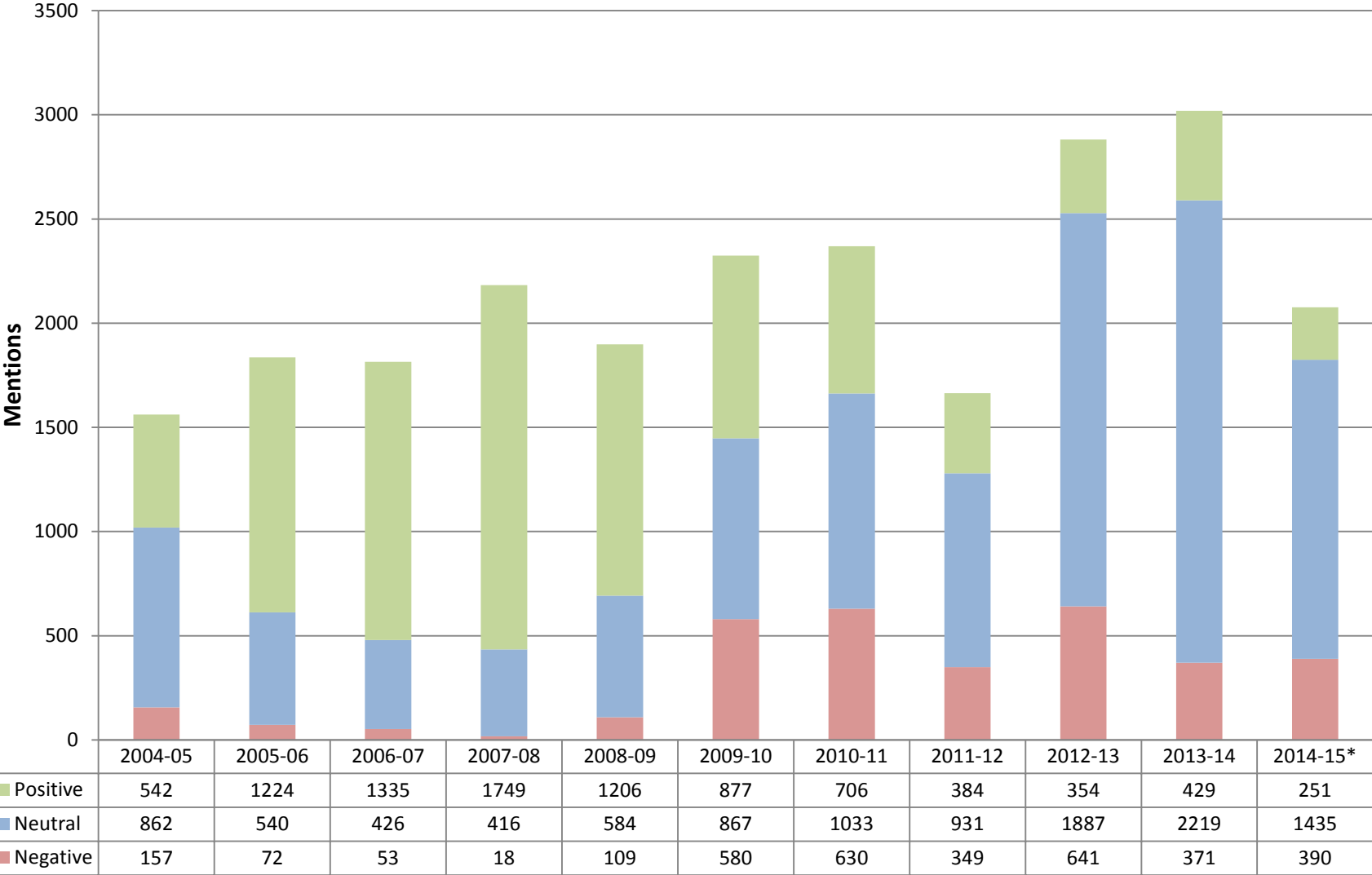
For month of January 2015:

- Twitter Followers added: +300
- Facebook “Likes” added: +101
- YouTube: 7,199 video views

Monthly Mentions 2014-15



Mentions by Fiscal Year



*Data through January 2015