

## CalPERS Office of Public Affairs Strategic Communications Report

The following items include highlights of strategic communication activities for the period covering February 1, 2015 through February 28, 2015:

Date	News Releases
2/03/2015	CalPERS to Recover More than \$300 Million from Standard & Poor's in Investment Ratings Settlements
2/04/2015	CalPERS Names Paul Mouchakkaa Senior Investment Officer for Real Assets
2/11/2015	CalPERS Joins Large Investors Calling for Green Bond Market Principles
2/19/2015	CalPERS Board Elects Committee Chairs and Vice Chairs
2/24/2015	CalPERS Benefits Education Events in Irvine
2/25/2015	CalPERS to Open 2015 Board Election
2/26/2015	CalPERS Bailey-Crimmins Named CIO of the Year

Date	Opinions/Letters	CalPERS Representative	Submitted to:
2/24/2015	<b>CalPERS Performs Its Fiduciary Duty; We aren't ashamed of our actions to protect the pension promises made to California's public servants.</b>	Robert Udall Glazier	Wall Street Journal

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

CalPERS Print/Broadcast/Radio News	Date	Outlet	Spokesperson	Tone <sup>1</sup>
CalPERS on track to deliver on promises	2/4/2015	Riverside Press-Enterprise		P
CalPERS names new real estate chief	2/4/2015	The Sacramento Bee		O
Mouchakkaa joins CalPERS	2/5/2015	peHUB	Ted Eliopoulos	O
Stockton bankruptcy judge puts key CalPERS rulings in writing	2/5/2015	The Sacramento Bee		O
Judge Takes Shot at CalPERS in Stockton Opinion	2/5/2015	The Bond Buyer		O
CalPERS names Wall Street executive as its new real estate chief	2/6/2015	Los Angeles Times	Ted Eliopoulos	O
CALPERS' venture capital specialist Baker moves to CalSTRS	2/6/2015	Alta Assets		O

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone <sup>1</sup>
Challenges loom for CalPERS investment chief Ted Eliopoulos	2/9/2015	Los Angeles Times	Ted Eliopoulos	N
Key figure in CalPERS bribery scandal lived large, died leaving tangle of questions	2/9/2015	The Sacramento Bee		N
King City chief Miller to get \$51,681 a year from CalPERS	2/9/2015	Monterey Herald	Amy Morgan	O
Morgan Stanley Said to Be Among Buyers of CalPERS' Stake	2/9/2015	Bloomberg News		O
CalPERS Gets Schooled	2/9/2015	The Wall Street Journal		N
Park rangers allowed to keep guns ; Santa Ana City Council approves letting part-time CalPERS retirees remain armed.	2/9/2015	The Orange County Register		O
Stockton bankruptcy judge calls CalPERS a bully with 'glass jaw'	2/9/2015	National Iraqi News Agency		N
Why the smart money is running from hedge funds; Dethroned kings of the market rule an empire of fools	2/10/2015	MarketWatch	Ted Eliopoulos	O
Sweetwater double dipper to be docked	2/11/2015	U-T San Diego	Amy Morgan	O
King City paid thousands to former police chiefs upon retiring	2/11/2015	Monterey Herald	Amy Morgan	O
CalPERS Members Impacted by Anthem Blue Cross Cyber-Attack	2/11/2015	JDSupra Business Advisor		O
CalPERS Gets Schooled	2/11/2015	The Wall Street Journal Europe		N
CalPERS Joins Large Investors Calling For Green Bond Market Principles	2/12/2015	Exchange News Direct		O
CalPERS backs two buyout funds with \$400m	2/12/2015	Alta Assets		O
CalPERS joins large investors calling for green bond market principles	2/13/2015	Institutional Asset Manager		O
McGraw Hill Financial, Inc. McGraw Hill Financial And S&P Ratings Reach Settlements With DOJ, Attorneys General Of 19 States And District Of Columbia And With CalPERS	2/13/2015	Investment Weekly News		O
CalPERS adds \$211m to apartment partnership	2/13/2015	IP Real Estate		O
Highlights of CalPERS holdings in 4Q14	2/16/2015	MarketRealist		O
CalPERS paid lawyers \$7 million in bankruptcies	2/16/2015	Calpensions		O
SEC Announces Agenda, Panelists for Proxy Voting Roundtable	2/17/2015	M2 Presswire		O

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone <sup>1</sup>
Pricing caps aim to control health costs	2/17/2015	The Richmond Times-Dispatch	Ann Boynton	P
CalPERS names new senior investment officer for real assets	2/17/2015	MarketLine	Ted Eliopoulos	O
Big hedge funds rake in cash, defying industry woes	2/17/2015	Crains New York	Ted Eliopoulos	O
Delegata to Lead Mentoring for the Next Generation Session at the Government Transformation Forum	2/17/2015	Education Letter		O
Court of Appeal Declines to Block CalPERS From Cutting Former Vernon Official's Pension	2/18/2015	MetNews		O
Panelists at SEC Roundtable Spar Over Benefits of Universal Proxy Cards	2/19/2015	Bloomberg	Anne Simpson	O
Insights from California state pay data	2/19/2015	The Sacramento Bee		O
SEC commissioner suggests giving universal proxy ballot access	2/20/2015	MarketWatch	Anne Simpson	O
CalPERS Urged to Divest From Fossil Fuel Firms	2/20/2015	San Jose Mercury News		O
CalPERS, activist shareholder battle Whole Foods	2/23/2015	Calpensions	Anne Simpson	O
Einhorn case against Apple rests on unusual legal tactic	2/23/2015	Daily The Pak Banker	Anne Simpson	O
Two Local Administrators Feel the Heat of the State's Pension Crackdown	2/23/2015	Voices of San Diego		O
CalPERS' Hedge Fund Exit	2/24/2015	Plansponser	Ted Eliopoulos	O
CalPERS Performs Its Fiduciary Duty; We aren't ashamed of our actions to protect the pension promises made to California's public servants.	2/24/2015	The Wall Street Journal Online	Robert Glazier	P
CalPERS To Open 2015 Board Election - Election Will Determine Retired Member Representative	2/26/2015	mondovisione		O
Activists, corporate defenders clash over proxy fight rule change	2/27/2015	The Deal	Anne Simpson	P

<sup>1</sup>P – Positive tone  
N – Negative tone  
O – Neutral tone

## **Online Enhancements, Videos, Social Media and Webcasts**

### **CalPERS For the Record**

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

- A Seat at the Table (divestment)
- Sunshine Week Promo
- Documenting and Evaluating Employee Performance
- Member Self Service: myCalPERS Webinar
- Finance & Administration Funding Risk & Mitigation Workshop Webcast

#### **Social Media**

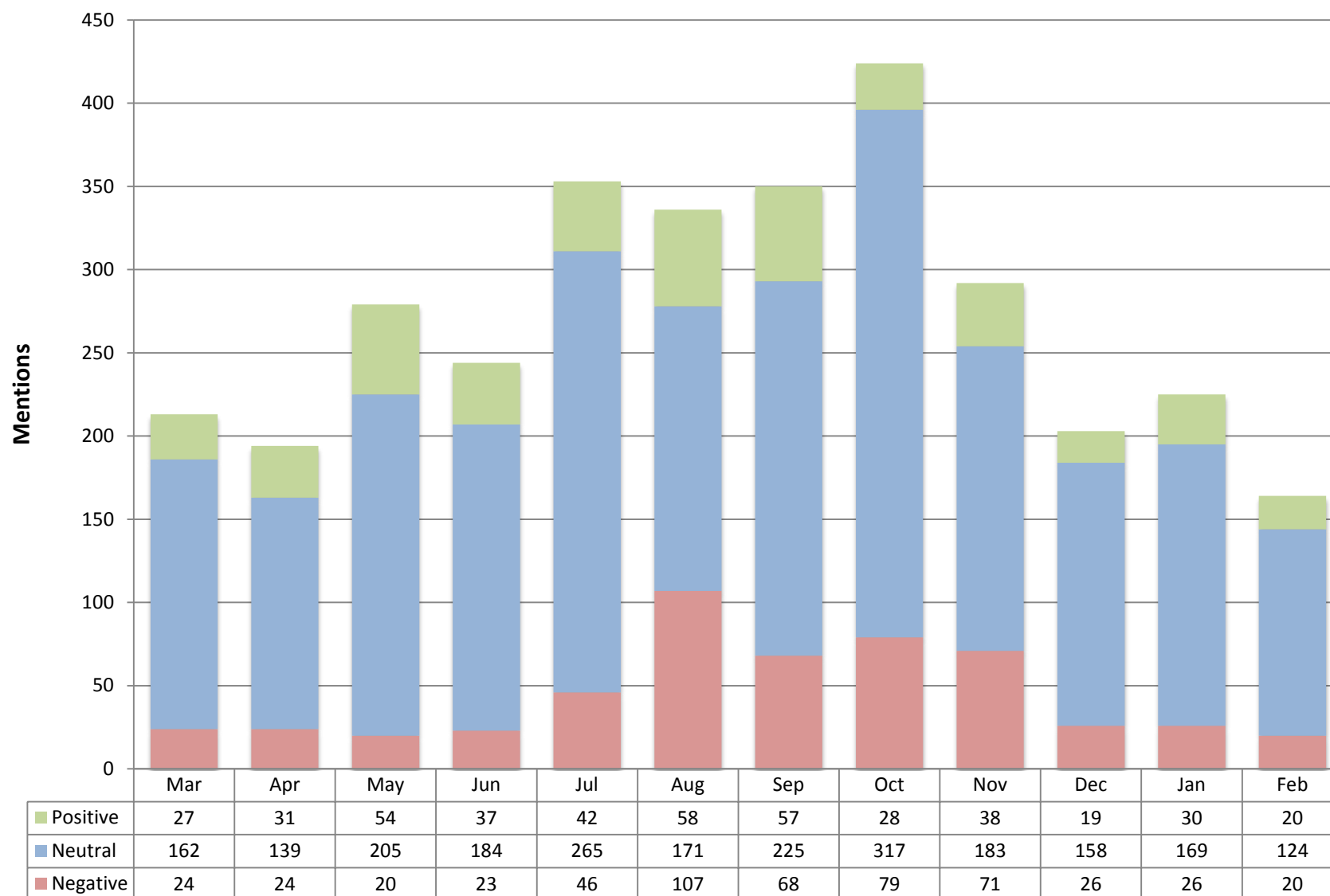
Totals as of February 28, 2015:

- Twitter followers: 11,000
- Facebook “Likes”: 10,836
- YouTube: 282,876 video views

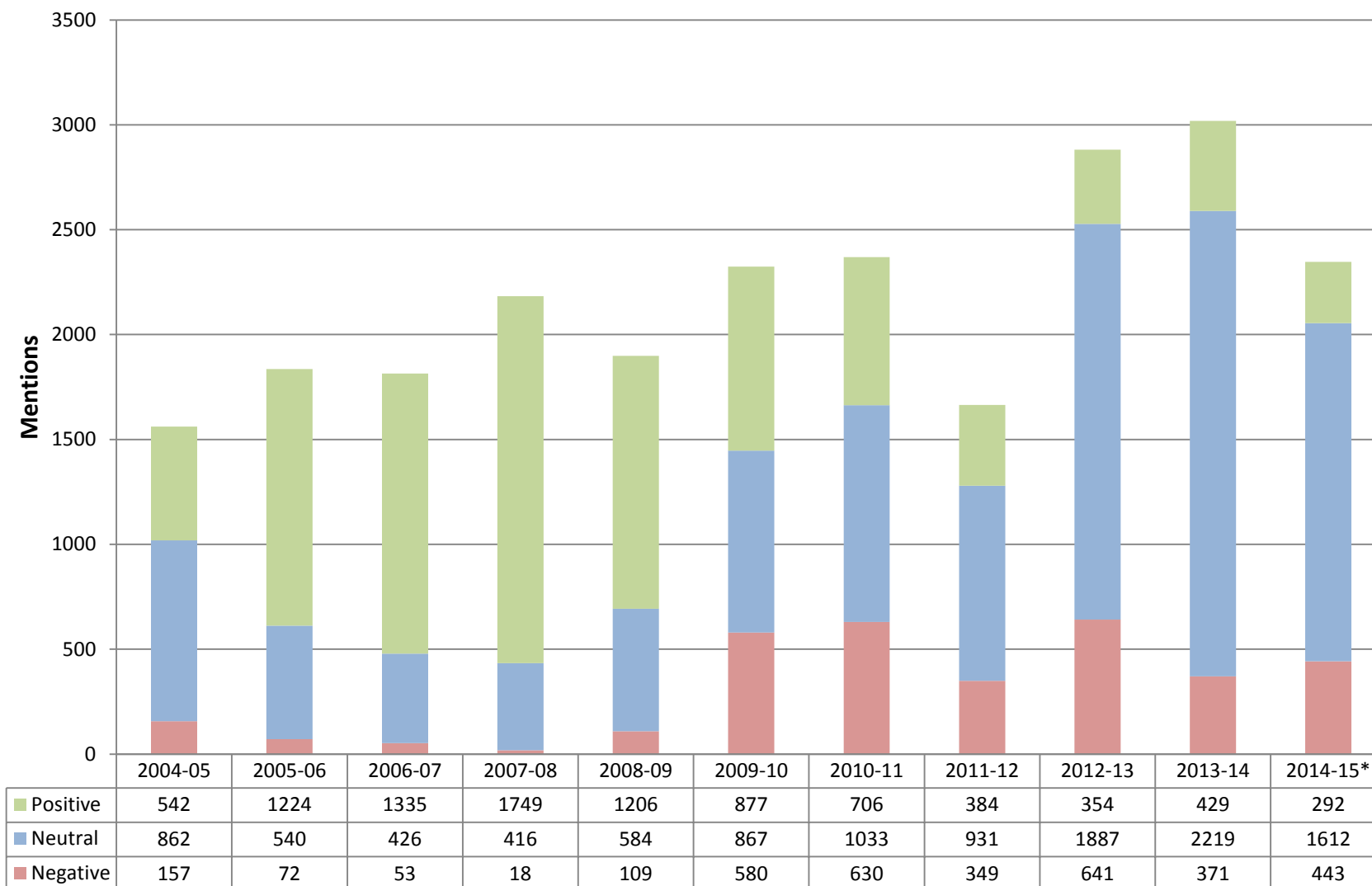
For month of February 2015:

- Twitter Followers added: +200
- Facebook “Likes” added: +38
- YouTube: 5,711 video views

## Monthly Mentions 2014-15

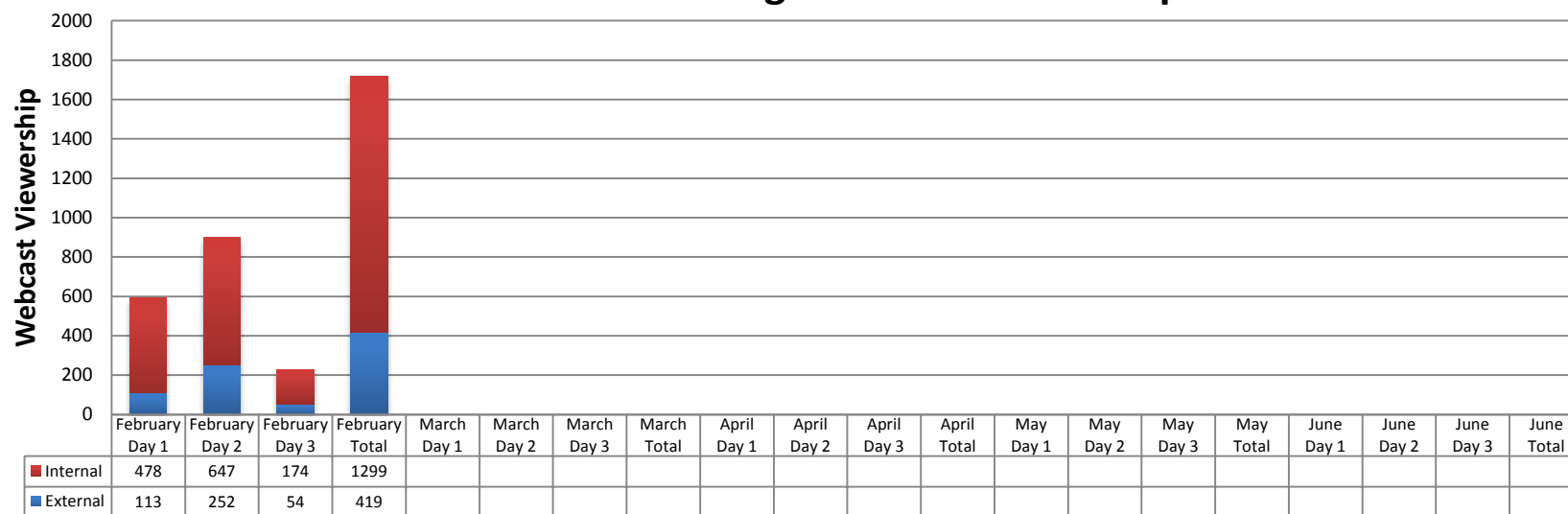


## Mentions by Fiscal Year



\*Data through February 2015

## 2015 Board Meeting Webcast Viewership



2015 Webcast Dates