

CalPERS Office of Public Affairs Strategic Communications Report

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

Date	News Releases
3/12/2015	CalPERS Commits \$75 Million to Emerging Manager Program Firm Siris Partners
3/17/2015	CalPERS Receives Distinguished Finance Award
3/18/2015	CalPERS Benefits Education Event in Olympic Valley April 10-11

Date	Opinions/Letters	CalPERS Representative	Submitted to:
3/19/2015	In response to Melody Peterson	Robert Udall Glazier	LA Times

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

CalPERS Print/Broadcast/Radio News	Date	Outlet	Spokesperson	Tone ¹
Stockton bankruptcy's unsettled pension legacy	3/2/2015	CalPensions	Brad Pacheco	N
Public Safety; Pacific Grove police talks stall; City's CalPERS share increases after agreement expires Saturday	3/2/2015	Monterey County Herald		O
CalPERS announces management changes	3/3/2015	MarketLine		O
Villa Park to stay with CalPERS; price tag too high for leaving	3/3/2015	Orange County Register		O
Worst-case scenarios for CalSTRS and CalPERS	3/4/2015	CalWatchdog.com		O
Former senator sued over loan from CalPERS bribery figure	3/5/2015	The Sacramento Bee		N
Via CalPERS, Villa Park assesses its pension costs ; Citing price tag of at least \$3.67 million, city says it will not leave state system	3/5/2015	The Orange County Register		O
Tahoe PUD's leader, who's still collecting CalPERS pension, on for interim basis	3/6/2015	Sierra Sun		P
Health Benefits Boost Board Compensation at Sacramento Area Special Districts	3/9/2015	The Sacramento Bee	Brad Pacheco	O
Blue Shield Hires Former CalPERS Executive	3/9/2015	The Sacramento Bee		O

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone ¹
CalPERS Seeks To Escape Fiscal Reality Of Failing Pensions	3/10/2015	Investors Business Daily		N
CalPERS to Provide Lending Facility to Clearing House	3/11/2015	Chief Investment Officer	Curtis Ishii	P
OCC and eSecLending Create Liquidity Facility with CalPERS	3/11/2015	Business Wire	Curtis Ishii	P
Exclusive: California pension reform measure to target CalPERS	3/12/2015	Reuters	Rosanna Westmoreland	O
CalPERS Expects To Pay 8% Less in Fees Next Year	3/12/2015	Reuters	Brad Pacheco	P
CalPERS to provide added source of contingent liquidity to derivatives clearinghouse	3/12/2015	Pensions & Investments		O
CalPERS squeezing out 8% fee savings from money managers	3/13/2015	Bloomberg	Brad Pacheco	O
CalPERS CIO warns of lower equity returns in the future	3/17/2015	Pensions & Investments	Ted Eliopoulos	O
Activists Win Ground in Major Boardrooms	3/17/2015	Wall Street Journal	Anne Simpson	O
State public pensions in jeopardy; Ruling that cities in bankruptcy may cut workers' retirements roils CalPERS	3/17/2015	The Los Angeles Times	Brad Pacheco	O
San Bernardino defends CalPERS payment plan in bankruptcy	3/17/2015	The Sacramento Bee		O
CalPERS Chief Sees Lower Returns as Bull Market in Stocks Ebbs	3/18/2015	Bloomberg	Ted Eliopoulos	O
Investors Gain New Clout Over Boards	3/18/2015	The Wall Street Journal Europe	Anne Simpson	P
Exclusive: San Bernardino has defaulted on \$10 million in bond payments	3/18/2015	Reuters News	Rosanna Westmoreland	O
CalPERS meetings open to members	3/18/2015	Financial Standard		O
Unions, retirees blast Jerry Brown's state worker medical plan	3/19/2015	The Sacramento Bee	Ann Boynton	O
Unions, CalPERS Oppose Brown's High-Deductible Health Plan Pitch	3/20/2015	California Healthline	Ann Boynton	O
Bank of America Changes Bylaws to Allow Some Investors to Nominate Directors	3/20/2015	The Wall Street Journal	Anne Simpson	O
San Bernardino Creditors Want Same Terms as CalPERS	3/20/2015	Breitbart.com		N
MW Bank of America changes bylaws to allow some investors to nominate directors	3/23/2015	MarketWatch	Anne Simpson	P
Pension Funds Seek Shelter From Dollar's Rise	3/24/2015	The Wall Street Journal	Joe DeAnda	N
The Thorny Task of Advocating Good Corporate Behavior	3/25/2015	The New York Times	Anne Simpson	O
Pensions Seeking Shelter in FX	3/25/2015	The Wall Street Journal Asia	Joe DeAnda	O

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone ¹
Can Calpers Do Well If Companies Do Good?	3/25/2015	The New York Times Company		O
Bankrupt San Bernardino reveals details of deal with CalPERS	3/26/2015	Reuters News		O
Ex-administrator says she only double-dipped for 14 months	3/27/2015	San Diego Union-Tribune	Amy Morgan	O
Bankrupt San Bernardino reveals details of deal with CalPERS	3/27/2015	Reuters		O
Matthew Jacobs General Counsel	3/30/2015	The National Law Journal		O
District, Ex-Administrator Appeal Pension Ruling	3/30/2015	U-T San Diego	Amy Morgan	O
CalPERS urged to avoid Obamacare 'Cadillac Tax'	3/30/2015	CalPensions		O

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

Online Enhancements, Videos, Social Media and Webcasts

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

- Your Retirement Options and Online Application-Webinar
- Anne Simpson testimonial for external tribute video
- Welcome to ITSB
- Insight & Inquiry Live Event & Replay
- Jammin' for the Cure Live Event & replay

Social Media

Channel	Total Followers ²	New Followers ³	Total Views	Monthly Views	Total Posts
Twitter (@CalPERS)	11,232	232	--	--	89 (14 Retweets)
Facebook	10,671	-165	--	--	40
LinkedIn	4,456	100	--	--	20
Twitter (@AnneStausboll)	1,454	53	--	--	51 (30 Retweets)
YouTube	602	6	269,551	6,530	7
Instagram	381	9	--	--	16
Google Plus	155	3	148,283	--	31

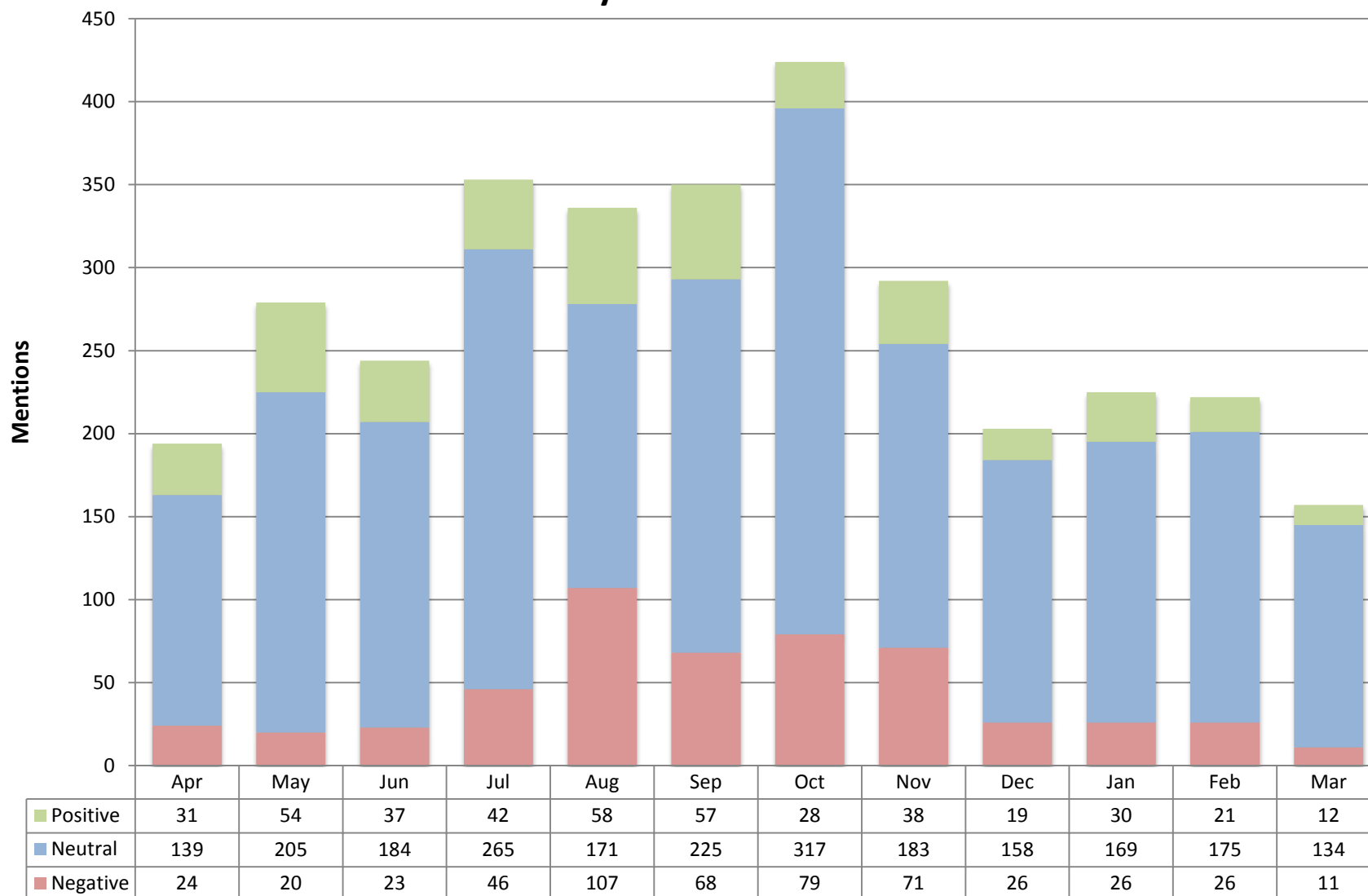
-- indicates that category does not apply for channel

(Note: In March, Facebook removed inactive accounts which may have reduced our number of 'likes')

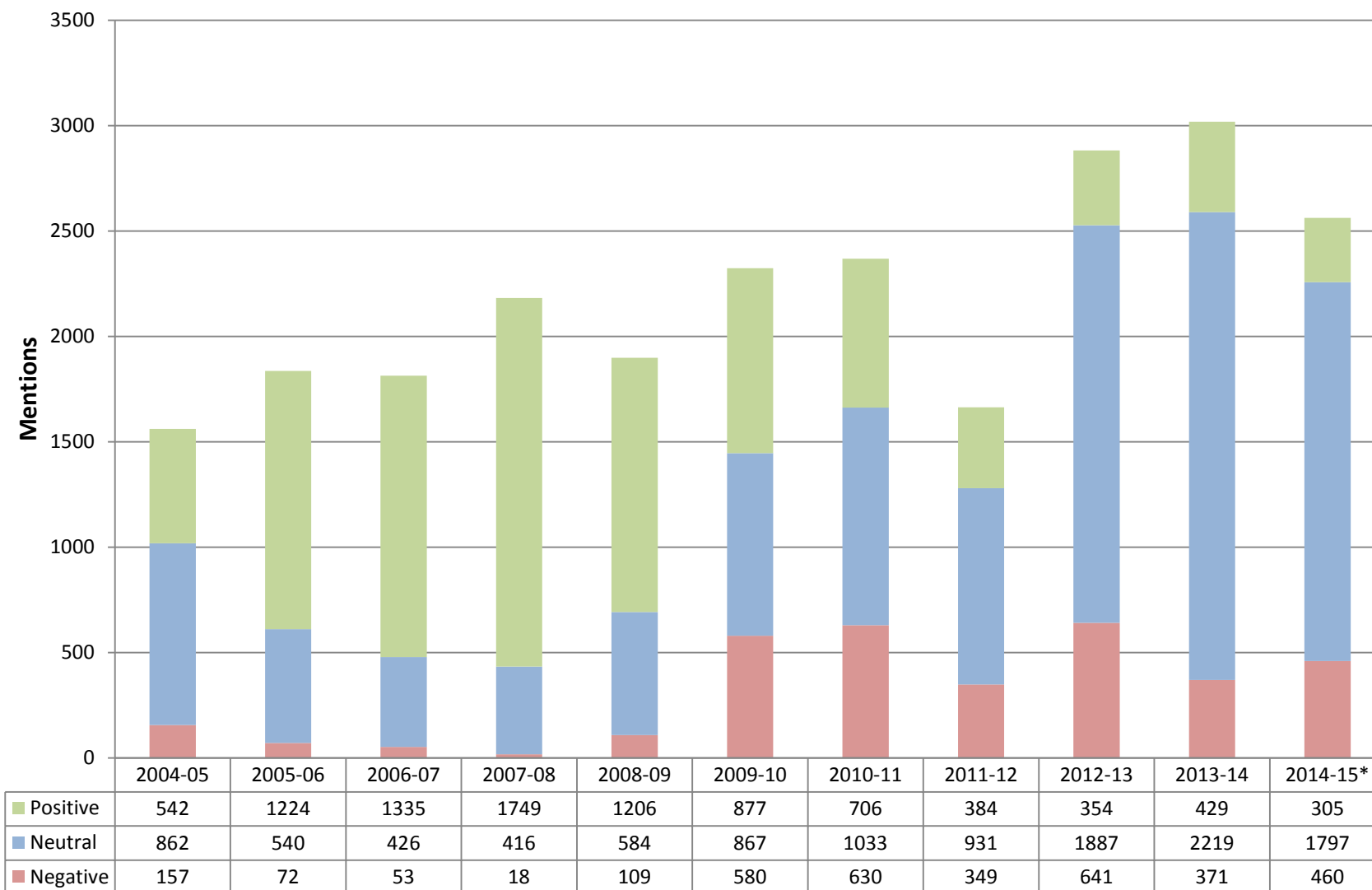
² Totals as of March 31, 2015

³ For month of March 2015

Monthly Mentions 2014-15



Mentions by Fiscal Year



*Data through March 2015

