

CalPERS Office of Public Affairs Strategic Communications Report

The following items include highlights of strategic communication activities for the period covering April 1, 2015 through April 30, 2015:

Date	News Releases
4/13/2015	CalPERS Investment Office Cuts Expenses for Five-Year Period, Tops Peer Benchmark in Cost Survey
4/14/2015	CalPERS State, School Pension Contribution Rates Lower Than Projected; Rise for New Fiscal Year
4/14/2015	CalPERS Green Initiatives Save Water and Energy
4/15/2015	CalPERS Benefits Education Event in San Diego
4/16/2015	CalPERS Supports Climate Change Reporting Resolution at BP Annual Shareowner Meeting
4/17/2015	CalPERS Calls BP Shareowner Victory a "Game Changer"
4/29/2015	CalPERS Again Earns 'AAA' Grade in Asset Owners Disclosure Project 2015 Climate Change Survey

Date	Opinions/Letters	CalPERS Representative	Submitted to:
4/02/2015	Re: Overhaul public pensions now	Robert Udall Glazier	Riverside Press Enterprise
4/07/2015	The Logic of Reference Pricing for Surgical Procedures		Health Affairs

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

CalPERS Print/Broadcast/Radio News	Date	Outlet	Spokesperson	Tone ¹
Confessions of a Hollywood elite advisor	4/1/2015	Retirement Advisor	Rob Feckner	O
CalPERS urged to shun Obamacare 'Cadillac Tax'	4/1/2015	Calpensions		O
Ask Sacto 911 crime Q&A: What happened to man accused of battery against former CalPERS board member?	4/2/2015	The Sacramento Bee		N
CalPERS looking at more rate hikes to guard against losses in the next recession	4/2/2015	The Contra Costa Times	Alan Milligan	O
CALPERS board worries more about union employees than taxpayers	4/3/2015	paradisepost.com		N
CalPERS boosts cash return through repurchase facility	4/7/2015	Pensions & Investments	Daniel E. Kiefer	P

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone ¹
Blue Shield hires former CalPERS executive	4/7/2015	The Sacramento Bee		O
CalPERS staff: Don't sell coal stocks	4/9/2015	The Sacramento Bee	Wylie Tollette	O
CalPERS staff neutral on bill to divest coal companies	4/9/2015	Pensions & Investments	Brad Pacheco	O
ESG Investors Name Outperformance a Top Concern	4/9/2015	FundFire	Anne Simpson	O
CalPERS moves on coal divestment	4/9/2015	Calpensions.com		O
CalPERS Seeks to Keep Underweight Position in Private Equity	4/9/2015	LBO Wire		O
CalPERS state worker rate increase: \$487 million	4/9/2015	Calpensions.com		O
OPINION: Rejecting CalPERS' lead, Contra Costa pension board ends spiking opportunities for new employees	4/10/2015	Contra Costa Times		O
Hey New York, Check Out CalPERS	4/13/2015	Bloomberg		P
CalPERS Seeks to Keep Underweight Position in Private Equity	4/13/2015	Dow Jones		O
CalPERS' Performance Fees to Wall Street Rise 6% as Assets Climb	4/13/2015	Bloomberg News		O
Former San Jose Mayor Aims Again at CalPERS	4/14/2015	The Bond Buyer	CalPERS	N
CalPERS contributions to rise more than 9 percent	4/14/2015	Sacramento Bee	Amy Morgan	O
CalPERS reports \$90 million less in costs for latest 5-year period	4/15/2015	Pension & Investments	Henry Jones	O
CalPERS investment office cuts expenses for five-year period	4/15/2015	Institutional Asset Manager	Ted Eliopoulos	P
CalPERS raises pension plan funding in California by 6 pct	4/15/2015	Reuters News	Richard Costigan	O
CalPERS says it trimmed fees to Wall Street	4/15/2015	latimes.com		P
Calpers Recommends Increasing State, School Contributions	4/15/2015	California Healthline		O
Former San Jose Mayor Aims Again at CalPERS	4/15/2015	The Bond Buyer		N
CalPERS locks in lower infra target for one year	4/16/2015	Infrastructure Investor	Henry Jones	O
CalPERS investment office cuts expenses for five-year period	4/16/2015	Institutional Asset Manager	Ted Eliopoulos	P
CalPERS board member says his authority thwarted by Kamala Harris	4/16/2015	The Sacramento Bee	J.J. Jelincic	N

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone ¹
CalPERS Adjusts Contributions for Increased Longevity	4/16/2015	Plansponsor	Richard Costigan	P
CalPERS locks in lower infra target for one year	4/17/2015	Infrastructure Investor	Wylie Tollette	O
CalPERS splashes market with \$1 bln private equity portfolio	4/17/2015	pehub.com		O
CalPERS Supports Climate Change Reporting Resolution at BP Annual Shareowner Meeting	4/17/2015	Exchange News Direct		O
CalPERS Benefits Education Event in San Diego	4/17/2015	San Diego News		O
What Will CalPERS Do With Vacant Land Near Sacramento's Tower Bridge?	4/17/2015	CBS Sacramento (Ch. 13)		O
Small CalPERS fund on autopilot 1,736% funded	4/20/2015	Calpensions	Richard Costigan	O
What Jerry Brown and Kamala Harris have said about CalPERS conflict-of-interest concerns	4/20/2015	The Sacramento Bee		O
CalPERS to sell healthcare fund stake to HarbourVest	4/21/2015	AltAssets		O
Deadline looming for CalPERS long-term care policyholders	4/24/2015	The Sacramento Bee		O
CalPERS Board Member Contests Attorney General's Conflicts Position	4/24/2015	National Law Review		N
Calexico City Manager Uncovers Discrepancies With Attorney & CalPERS	4/24/2015	Holtville Tribune		O
Move over CalPERS, here comes CalSTRS!	4/29/2015	Hedge Co.Net		O
CalPERS' campaign to support "proxy access" expands to 34 companies	4/29/2015	responsible-investor.com		O
BP's 'activist resolution' was a triumph for environmentalists – or was it?	4/30/2015	The Guardian	Bill McGrew	O

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

Online Enhancements, Videos, Social Media and Webcasts

CalPERS For the Record

4/01/2015 Defined Benefit Plans are the Cornerstone of Retirement Security

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

- Retire Online with my|CalPERS
- Essentials for Employee Graduation (live event)
- Retirement Income Sources (webinar)

Social Media

Channel	Total Followers ²	New Followers ³	Total Views	Monthly Views	Total Posts
Twitter (@CalPERS)	11,400	168	--	--	90 (9 Retweets)
Facebook	10,698	27	--	--	47
LinkedIn	4,566	105	--	--	26
Twitter (@AnneStausboll)	1,503	109	--	--	100 (28 Retweets)
YouTube	646	18	276,634	6,632	12
Instagram	386	14	--	--	16
Google Plus	157	5	110,034	--	30

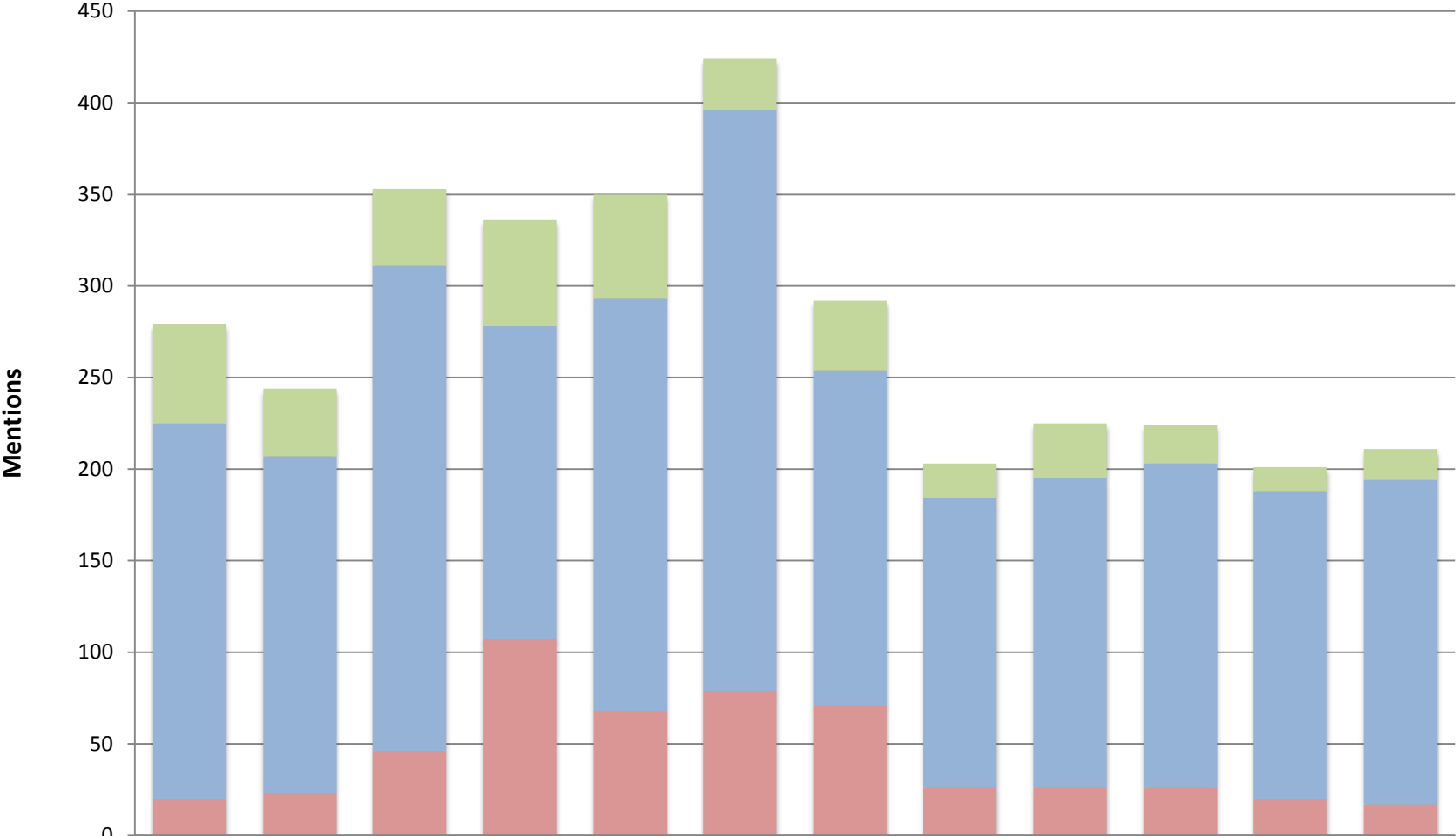
-- indicates that category does not apply for channel

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

² Totals as of April 30, 2015

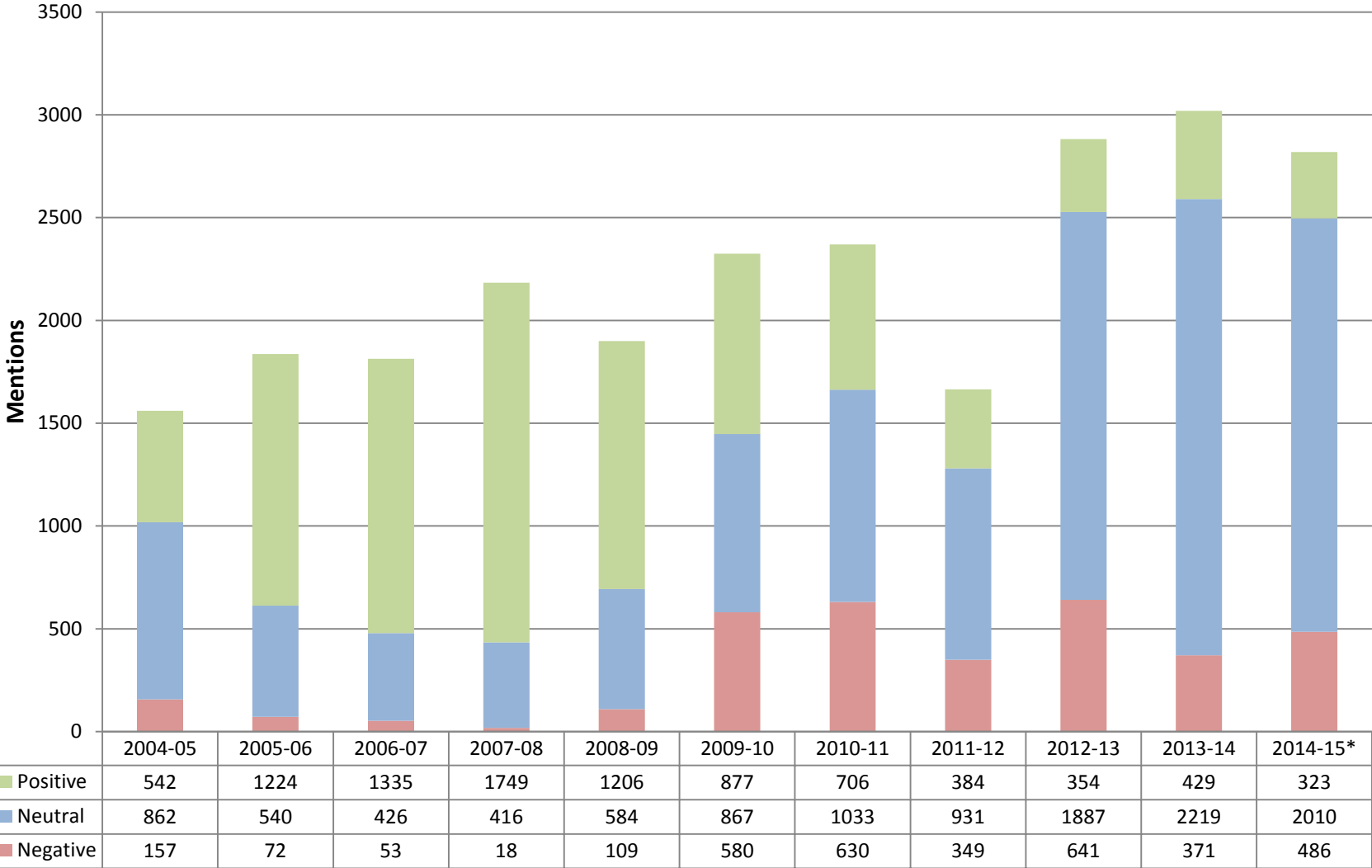
³ For month of April 2015

Monthly Mentions 2014-15



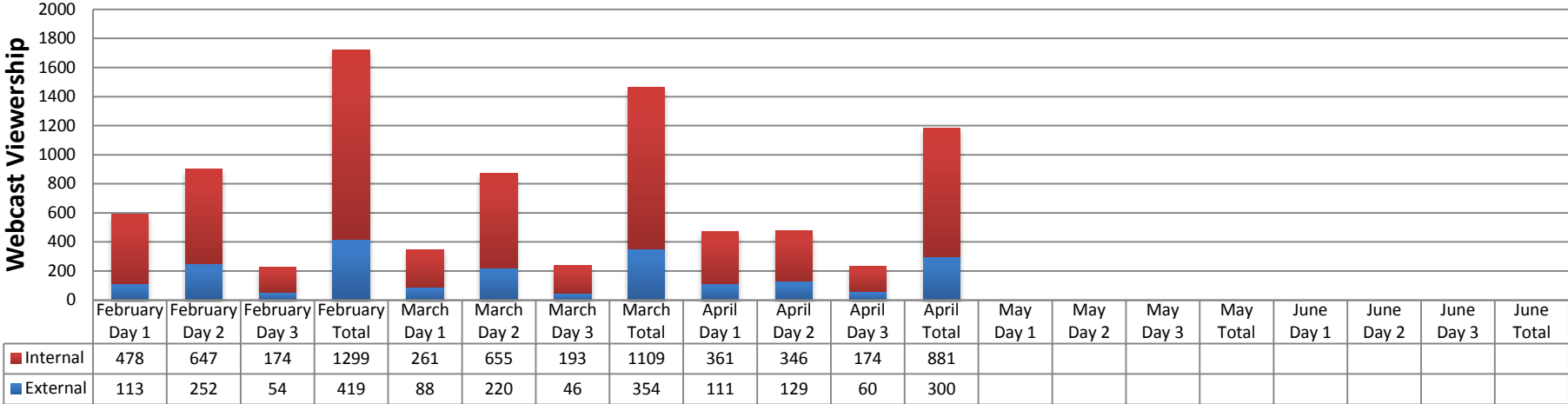
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Positive	54	37	42	58	57	28	38	19	30	21	13	17
Neutral	205	184	265	171	225	317	183	158	169	177	168	177
Negative	20	23	46	107	68	79	71	26	26	26	20	17

Mentions by Fiscal Year



*Data through April 2015

2015 Board Meeting Webcast Viewership



2015 Webcast Dates