

## CalPERS Office of Public Affairs Strategic Communications Report

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

Date	News Releases
5/05/2015	Proxy Advisors Back CalPERS' Board Accountability Proposal at Kohl's Corporation Shareowner Meeting
5/12/2015	CalPERS Benefits Education Events in Pasadena & Redwood City
5/15/2015	Henry Jones Declared Unofficial Winner of Retired Member Representative Seat on CalPERS Board
5/20/2015	CalPERS Announces \$1 Billion Asia-Pacific Infrastructure Partnership with QIC
5/22/2015	CalPERS Names Beliz Chappuie Chief Auditor

Date	Opinions/Letters	CalPERS Representative	Submitted to:
5/23/2015	Re: Roadblock to pension reform Giant fund prevents bankrupt cities from reining in costs	Brad Pacheco	Riverside Press-Enterprise

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

CalPERS Print/Broadcast/Radio News	Date	Outlet	Spokesperson	Tone <sup>1</sup>
Letter from the US: Pensions push on climate change	5/1/2015	Investments & Pensions Europe	Anne Stausboll	P
CalPERS, Cloud Peak Energy at loggerheads over proxy access proposal	5/4/2015	SNL Financial LC		O
The Fine Art of Shareholder Engagement	5/5/2015	Ai-cio.com	Bill McGrew	O
CalPERS supports proxy access at McDonald's, Kohl's	5/8/2015	pionline.com	Joe DeAnda	P
Keeping Up	5/8/2015	The Capitol Morning Report	Rob Feckner	P
Most food companies ignore the risks of water scarcity	5/11/2015	GreenBiz.com	Anne Simpson	P
Court revives two investment suits against CalPERS	5/11/2015	The Sacramento Bee	Matthew Jacobs	N
CalPERS Casts Votes for DuPont Director Slate	5/11/2015	Dow Jones Top Global Market Stories		O

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone <sup>1</sup>
Commerce City Attorney Eduardo Olivo Slammed by CalPERS for Enrolling in Vernon Retirement Benefits	5/11/2015	Los Cerritos News		O
Sentencing postponed in CalPERS bribery case	5/11/2015	The Sacramento Bee		N
Major food companies must adapt to escalating global water risks	5/12/2015	www.ceres.org	Anne Simpson	O
CalPERS' Pension Hammer Forces Judge Into 'Unfair' Bond Ruling	5/12/2015	Bloomberg Business	Rosanna Westmoreland	O
Why CalPERS retirees flee California	5/12/2015	The Sacramento Bee		O
San Bernardino bondholders lose out versus CalPERS, judge rules	5/12/2015	Reuters		O
CalPERS wins ruling in San Bernardino bankruptcy	5/12/2015	The Sacramento Bee		O
C.A. Revives Claim CalPERS Breached Duties to Retirees	5/12/2015	Metropolitan News-Enterprise		N
CalPERS Wins Pension Lawsuit, Not Good News for Chicago (or Bondholders in General)	5/14/2015	Global Economic Analysis		O
Judge Dismisses Suit Against City's CalPERS Payments	5/14/2015	Dow Jones		O
CalPERS puts portion of timber holdings up for sale; America's largest pension fund seeks buyers for about 300,000 acres in southeast US	5/15/2015	The Wall Street Journal		P
Why Remington's Investors Should Not Sell	5/19/2015	The New York Times	Anne Simpson	O
Comptroller of City of New York, CalPERS Send Letter Urging Alliance Data Systems Shareholders to Vote for Proposal 6	5/19/2015	Dow Jones Institutional News		P
San Bernardino: Exit plan would pay CalPERS in full with others getting much less	5/19/2015	The Los Angeles Times		O
Climate change dominates marathon Shell annual general meeting	5/20/2015	The Guardian	Bill McGrew	O
Largest U.S. Pensions Divided on Activism	5/20/2015	The Wall Street Journal	Anne Simpson	O
The CEO Who Stared Down Nelson Peltz	5/21/2015	Bloomberg	Anne Simpson	O
CalPERS makes first foray into Asia-Pacific infrastructure	5/21/2015	IP & Real Estate		O
CalPERS \$1 billion Asia-Pacific Infrastructure Partnership with QIC	5/22/2015	Minterellison.com		O

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone <sup>1</sup>
Environmental Group Helps Big Companies to Change Practices	5/25/2015	The Herald Globe	Anne Stausboll	P
Investment fund CEOs call for long-term greenhouse gas cuts	5/26/2015	Reuters	Anne Stausboll	P
Piedmont: City Council rejects effort to urge CalPERS to divest fossil fuel stocks	5/26/2015	San Jose Mercury News		O
Chevron Investors Win 'Historic' Vote	5/28/2015	Financial Times	Anne Simpson	O
G7 urged to cut soaring greenhouse gas emissions	5/28/2015	PressReader	Anne Stausboll	P
CalPERS mandate main focus on Australian infrastructure assets	5/28/2015	TheInstoreReport		O
CalPERS retirement program to restrict RP city budget	5/29/2015	The Community Voice		O

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<sup>1</sup>P – 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)

- GASB 68 Public Agencies webinar
- GASB 68 Schools webinar
- Insight & Inquire - New Rules for Financial Advisors
- Informal Mentoring Joel Zeff Series
- Asset Liability Management Workshop

### Social Media

Channel	Total Followers <sup>2</sup>	New Followers <sup>3</sup>	Total Views	Monthly Views	Total Posts
Twitter (@CalPERS)	11,600	194	--	--	112 (17 Retweets)
Facebook	10,719	21	--	--	41
LinkedIn	4,648	82	--	--	13
Twitter (@AnneStausboll)	1,601	104	--	--	115 (33 Retweets)
YouTube	672	26	167,185	5,758	21
Instagram	399	13	--	--	16
Google Plus	159	2	111,749	--	25

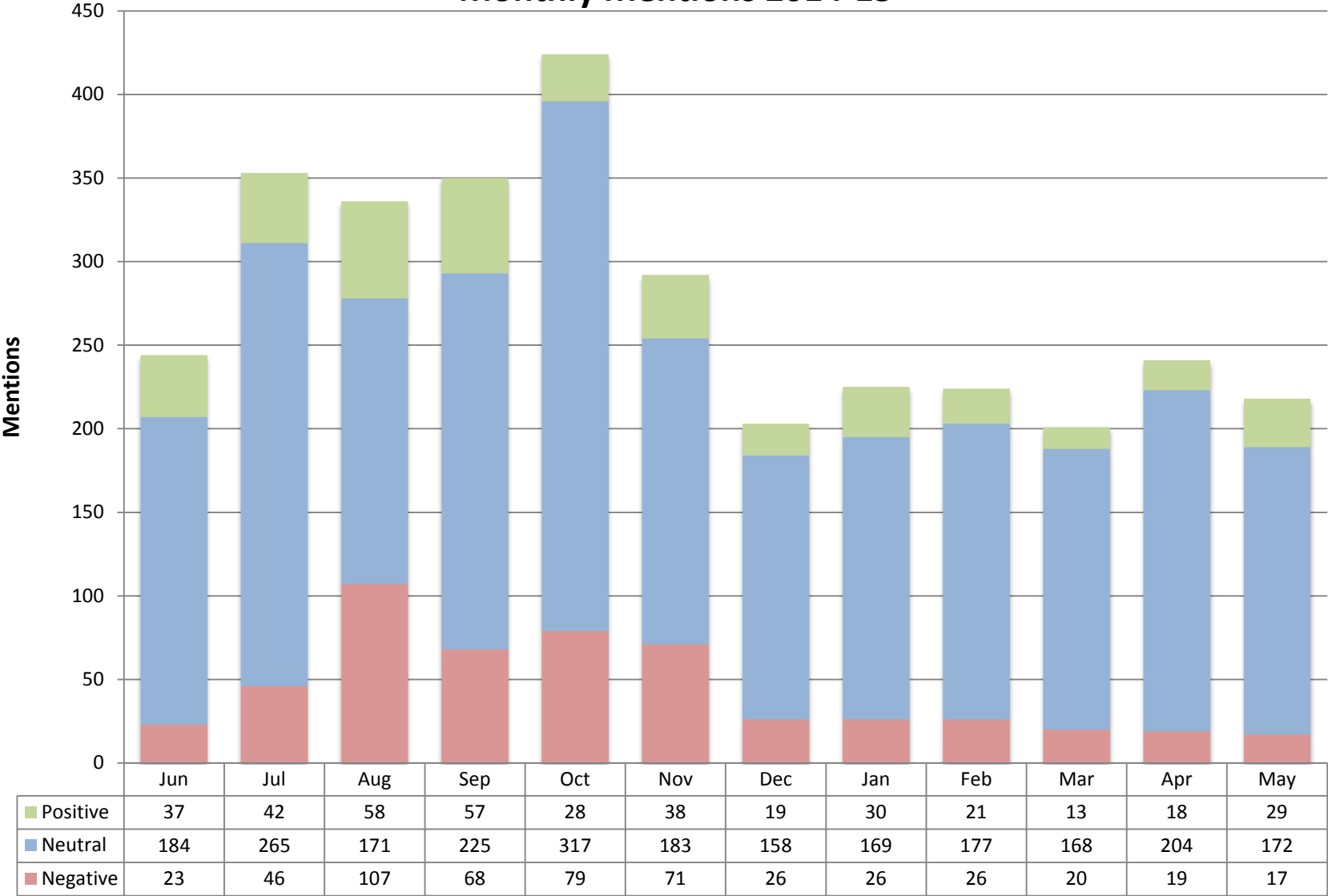
-- indicates that category does not apply for channel

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

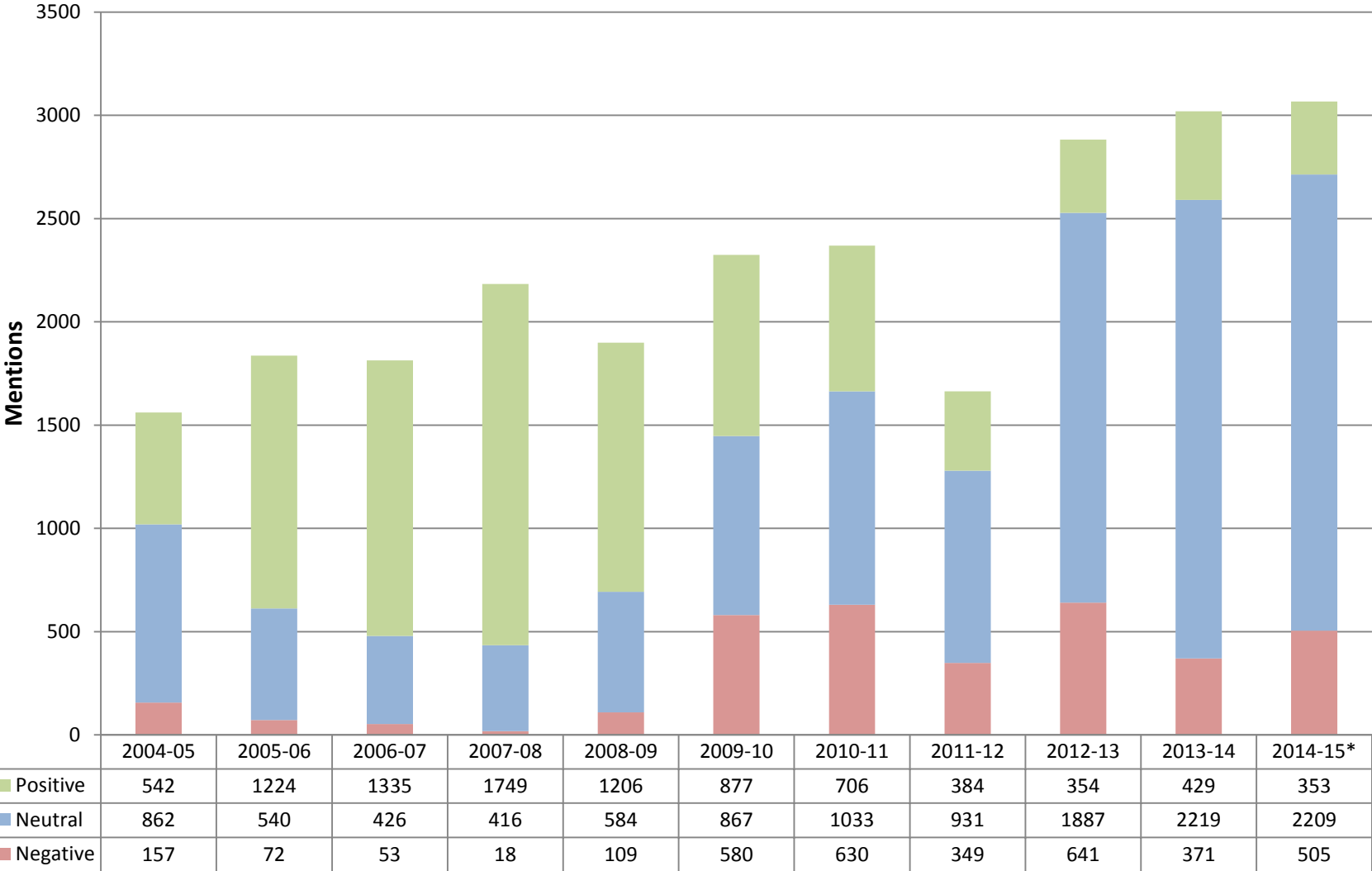
<sup>2</sup> Totals as of May 31, 2015

<sup>3</sup> For month of May 2015

### Monthly Mentions 2014-15

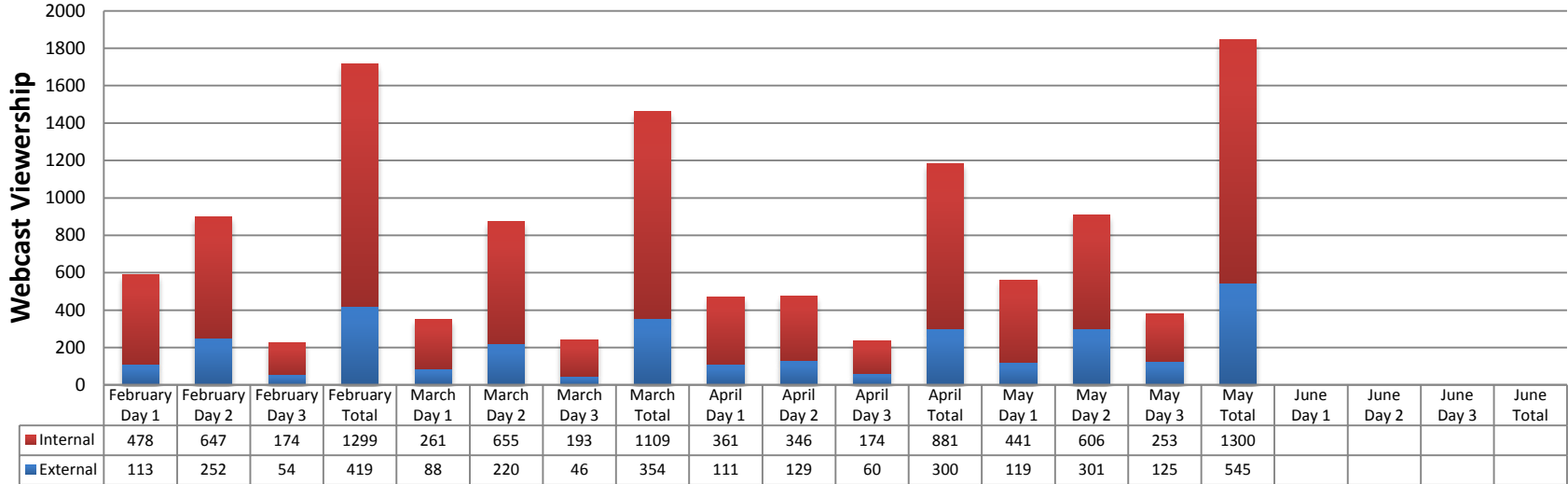


### Mentions by Fiscal Year



\*Data through May 2015

### 2015 Board Meeting Webcast Viewership



2015 Webcast Dates