

CalPERS Office of Public Affairs Strategic Communications Report

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

Date	News Releases
7/01/2015	CalPERS Launches New Website
7/02/2015	CalPERS to Report Private Equity Carried Interest
7/09/2015	CalPERS Names Tina Campbell Chief of Human Resources Division
7/13/2015	CalPERS Reports Preliminary 2014-15 Fiscal Year Investment Returns
7/16/2015	CalPERS Benefits Education Event in Bakersfield
7/21/2015	CalPERS Benefits Education Event in Garden Grove
7/22/2015	CalPERS Highlights Outcome of Proxy Voting Initiatives
7/29/2015	CalPERS to Host Forum to Examine Topic of Diversity in Business and Finance

Date	Opinions/Letters	CalPERS Representative	Submitted to:
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Note: **Italic** Items Submitted and Printed

CalPERS Print/Broadcast/Radio News	Date	Outlet	Spokesperson	Tone ¹
CalPERS Pension to Sell \$3 Billion of Real Estate Portfolio	7/1/2015	Bloomberg	Joe DeAnda	O
CalPERS Manager Cull to Hit Real Estate	7/1/2015	Chief Investment Officer	Paul Mouchakkaa	O
CalPERS to include international assets in €2.7b portfolio sale	7/1/2015	PropertyEU	Paul Mouchakkaa	O
CalPERS Expected To Miss 7.5% Annual Target	7/2/2015	ValueWalk.com	Ted Eliopoulos	N
Following criticism, CalPERS asks private equity funds for profit data	7/2/2015	Fortune	Ted Eliopoulos	N
CalPERS to disclose carried interest payments this fall	7/3/2015	PeHUB	Wylie Tollette	P
CalPERS to Report Private Equity Carried Interest	7/3/2015	Exchange News Direct	Ted Eliopoulos	P
CalPERS chases 6% of GPs for carried interest data	7/3/2015	Private Equity International	Ted Eliopoulos	P

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone ¹
CalPERS to Seek More Disclosure From Private Equity on Profit-Sharing	7/3/2015	Dow Jones		O
CalPERS tries to get handle on management fees	7/3/2015	Sacramento Bee		N
Oil companies played hardball in bid to defeat climate outsiders	7/6/2015	Oil and Gas News	James Andrus	P
CalPERS will reveal private equity share of profits	7/6/2015	CalPensions	Brad Pacheco	O
CalPERS in property sell-off	7/6/2015	Estates Gazette		N
CalPERS Wants More Disclosures on Profit-Sharing from Private Equity Managers	7/6/2015	Private Equity News		O
CalPERS Initiative Shows Potential of Reference Pricing Progra	7/8/2015	California Healthline		O
Target: CalPERS private equity profits	7/8/2015	Capitol Weekly		O
CalPERS to transform ESG to 'data-driven mainstay' of investment	7/9/2015	Investments & Pensions		O
CalPERS Names Tina Campbell Chief Of Human Resources Division	7/10/2015	Mondo Visione	Doug Hoffner	P
Ex-chief 's reduced pension sets legal precedent	7/10/2015	The Acorn	Amy Morgan	O
CalPERS Return Falls Short of Annual Target	7/13/2015	The Wall Street Journal	Ted Eliopoulos	N
Real estate investors warming to secondary market	7/13/2015	Pensions & Investments	Joe DeAnda	O
CalPERS reports 2.4 percent investment gain	7/13/2015	The Sacramento Bee	Ted Eliopoulos	N
Largest U.S. Pension Fund Earned 2.4% In Fiscal 2015	7/13/2015	Dow Jones	Ted Eliopoulos	O
CalPERS returns 2.4 percent in past year, slightly underperforms	7/13/2015	Reuters		N
California State Treasurer Takes Up CalPERS Private Equity Carry Fee Reporting Lapse After NC Readers Press Him	7/13/2015	Naked Capitalism		N
CalPERS struggles as return falls short	7/14/2015	The Wall Street Journal	Ted Eliopoulos	N
CalPERS misses return target	7/14/2015	Los Angeles Times		O
CalPERS Chief Sees Interest Rates as Greatest Portfolio Stress	7/15/2015	Bloomberg	Ted Eliopoulos	O
CalPERS caught in pension slide	7/15/2015	The Australian	Ted Eliopoulos	N
CalPERS chief looks to cut volatility as fund enters negative cash-flow era	7/15/2015	Reuters	Ted Eliopoulos	O
CalPERS PE portfolio underperform; long term returns beat benchmark first time since 2007	7/15/2015	VC Circle	Ted Eliopoulos	O
CalPERS reports 8.9% annual PE returns	7/15/2015	Private Equity International		N

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone ¹
CalPERS returns fall short	7/15/2015	BenefitsPro.com		O
Ex-senator to repay loan from CalPERS bribery figure	7/15/2015	The Sacramento Bee		O
CalPERS names new chief of human resources division	7/15/2015	MarketLine		O
CalPERS chief looks to cut volatility as fund enters negative cash-flow era	7/16/2015	Reuters	Ted Eliopoulos	O
California Treasurer 'Greatly Concerned' About CalPERS Private Equity Costs	7/16/2015	Financial Times	John Chiang	N
CalPERS misses return target despite real estate outperformance	7/16/2015	Pensions & Investments	Ted Eliopoulos	O
Infra, real estate drive CalPERS returns	7/16/2015	Infrastructure Investor		O
CalPERS to release private equity carried interest data	7/17/2015	Pensions & Investments	Ted Eliopoulos	O
As CalPERS trims exposure to private equity, should GPs be worried?	7/17/2015	PEHub		O
David Crane explains the ramifications of CalPERS 2.4% return for the past year	7/17/2015	PensionTsunami		N
By 2023, Riverside County could pay \$158.5 million more than it does now to CalPERS for retirement expenses	7/17/2015	Riverside Press-Enterprise		O
Private Equity Carry Fee Scandal Spreads to CalSTRS After NC Points Out Connection	7/20/2015	Naked Capitalism	John Chiang	N
PE Panorama: CalPERS underperforms benchmark	7/20/2015	Asia Asset Management		O
CalPERS loses track of private equity costs	7/21/2015	Pensions Week		O
Orange County cities' payments to CalPERS will continue to climb, but surging taxes ease pension pain	7/21/2015	Orange County Register		O
CalSTRS matches CalPERSs double-digit real estate return	7/22/2015	IPE Real Estate		N
CalPERS fiscal year return is credit negative for the state — Moody's	7/22/2015	Pensions & Investments		N
CalPERS highlights corporate governance progress	7/23/2015	Pension & Investments	Ted Eliopoulos	P
CRE Investments a Bright Spot for CalPERS, CalSTRS in Otherwise Mediocre Returns	7/23/2015	CoStar Group		N
In profile: Anne Simpson, Investment Director, Global Governance at CalPERS and a Director of the Council of Institutional Investors	7/24/2015	IASB Investor Update	Anne Simpson	P
CalPERS highlights corporate governance progress	7/24/2015	Pensions & Investments	Ted Eliopoulos	P
CalPERS To Grill Managers on ESG Specifics	7/24/2015	PensionBridge.com	Anne Simpson	O

CalPERS Spends \$50 Million on Investment Advisors,
Underperforms Market by 67%

7/24/2015 UnionWatch.com

O

CalPERS Print/Broadcast/Radio News (continued)

	Date	Outlet	Spokesperson	Tone¹
CalPERS looks to lower return expectations	7/27/2015	Pensions & Investments	Cheryl Eason	O
Opening up private equity fees	7/27/2015	Pensions & Investments	Wylie Tollette	N
San Bernardino struggles to contract fire services	7/27/2015	Calpensions	Brad Pacheco	O
CalPERS hedge fund exit debated	7/28/2015	Pensions & Investments		O
CalPERS Claims Success; Proxy Monitor Says CalPERS Success Leads To Lower Stock Prices	7/28/2015	The National Law Review		O
CalPERS to Host Forum to Examine Topic of Diversity in Business and Finance	7/30/2015	CalPERS		O
Change for CalPERS - but is it enough?	7/31/2015	The Orange County Register		O

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

Online Enhancements, Videos, Social Media and Webcasts

CalPERS For the Record

7/20/2015 David Crane Swings and Misses About CalPERS Investment Return

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

- Educational Forum Commercial
- Career & Education Fair
- 2016 Health Plan Rate & Benefit Changes Webinar
- Get a Job with CalPERS
- Risk Mitigation Strategies Webinar

Social Media

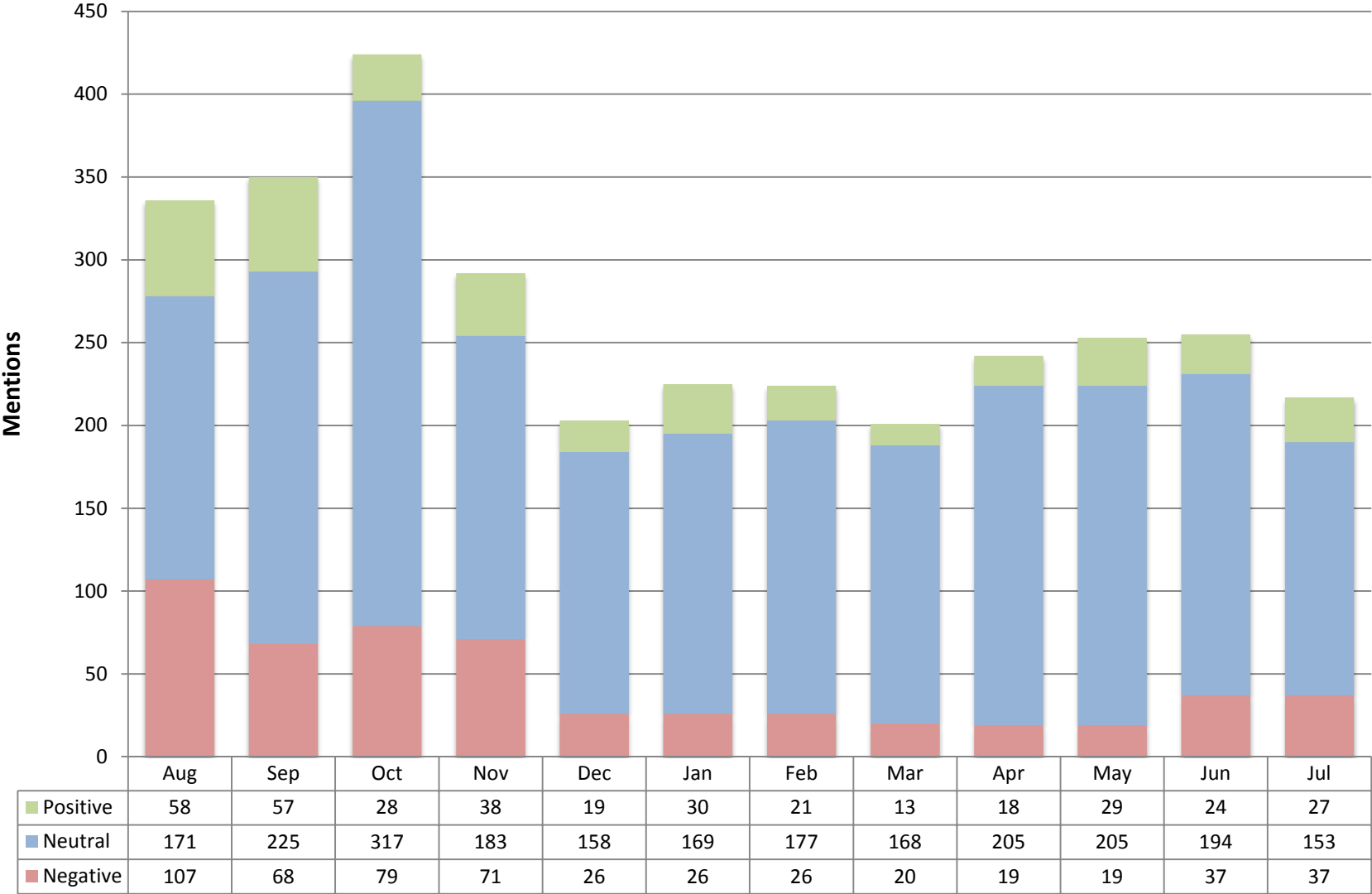
Channel	Total Followers ²	New Followers ³	Total Views	Monthly Views	Total Posts
Twitter (@CalPERS)	11,900	200	--	--	120 (10 Retweets)
Facebook	10,946	149	--	--	58
LinkedIn	4,891	123	--	--	8
Twitter (@AnneStausboll)	1,780	83	--	--	98 (28 Retweets)
YouTube	721	27	167,292	12,433	6
Instagram	438	24	--	--	8
Google Plus	163	3	117,417	--	35

-- indicates that category does not apply for channel

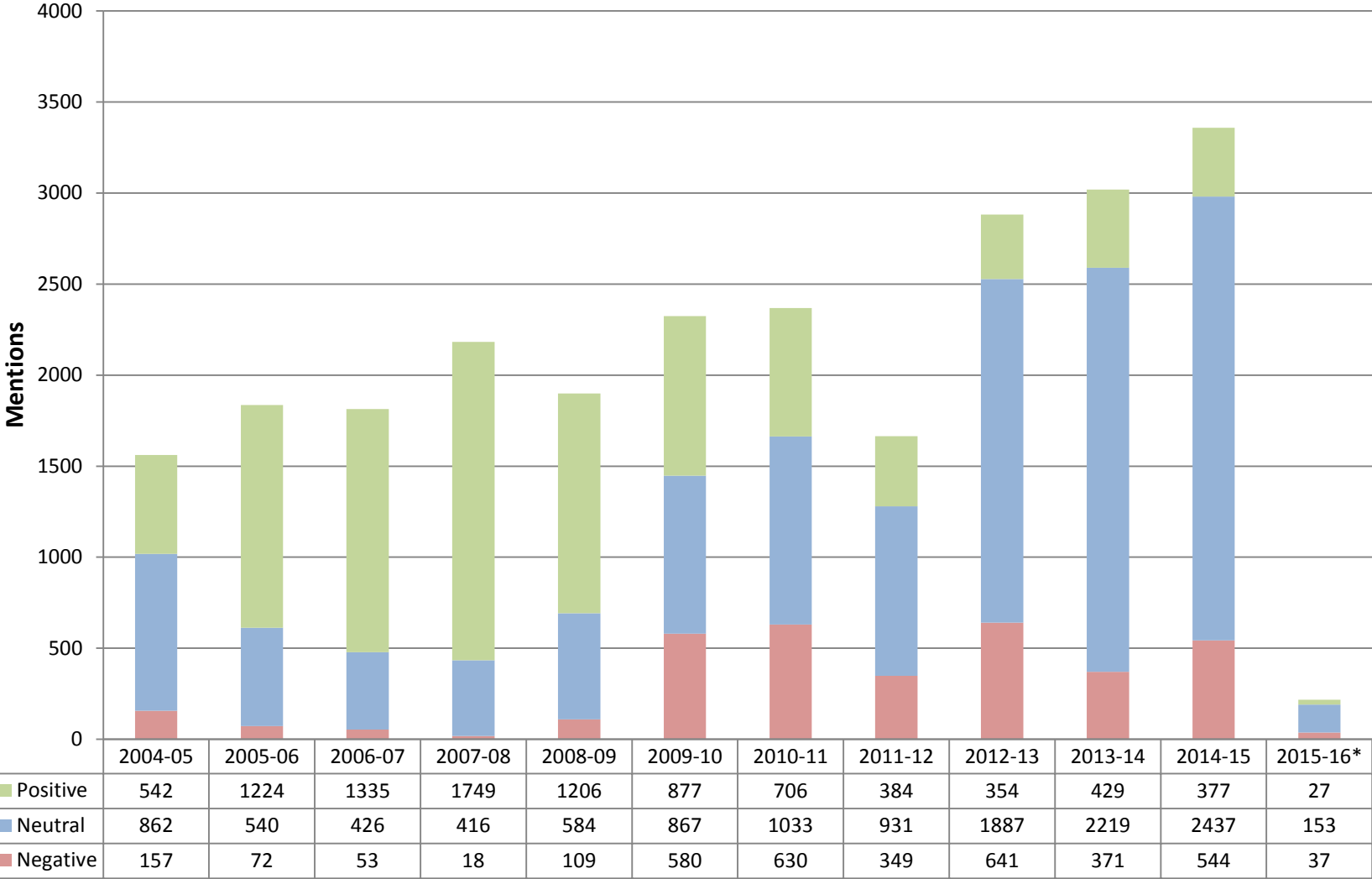
² Totals as of July 31, 2015

³ For month of July 2015

Monthly Mentions 2015-16

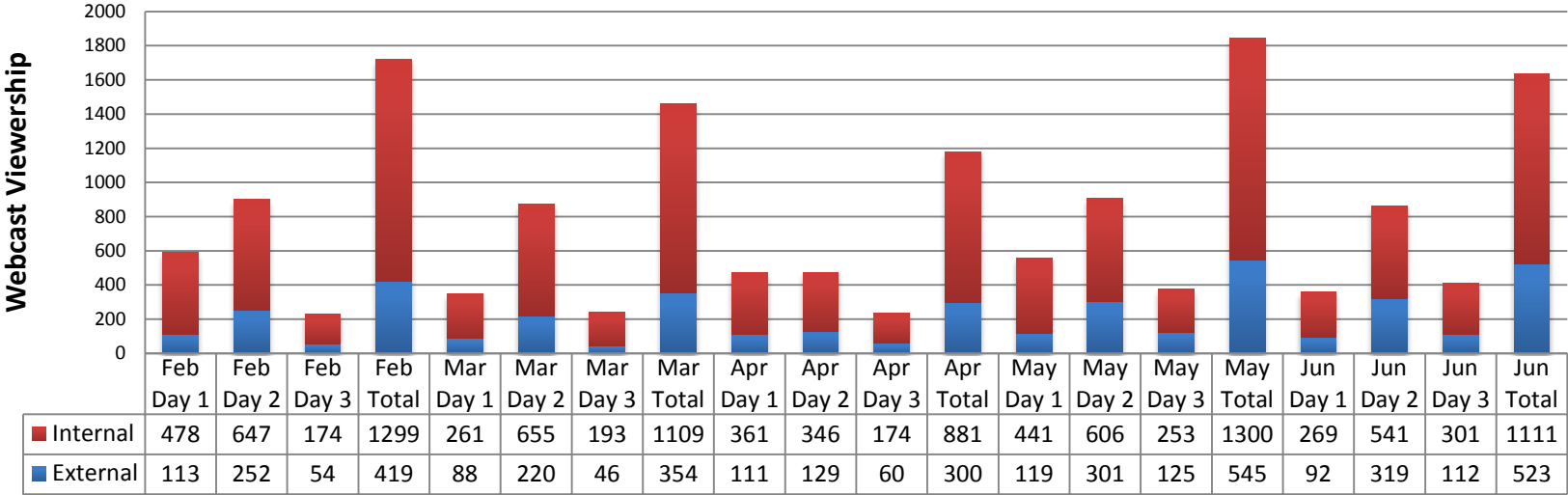


Mentions by Fiscal Year



*Data through July 2015

2015 Board Meeting Webcast Viewership



2015 Webcast Dates