

CalPERS Office of Public Affairs Strategic Communications Report

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

Date	News Releases
8/11/2015	CalPERS Benefits Education Event in Sacramento
8/26/2015	CalPERS Pension Benefits Generate Nearly \$31 Billion in Economic Activity

Date	Opinions/Letters	CalPERS Representative	Submitted to:
8/18/2015	CalPERS Is Prudent to Be Concerned; The measure would impair the vested rights of its members in “multiple ways.”	Brad Pacheco	The Wall Street Journal
8/25/2015	Pension reform gets backing	Henry Jones	The Los Angeles Times

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

CalPERS Print/Broadcast/Radio News	Date	Outlet	Spokesperson	Tone ¹
Invest Big and Agitate for Change	8/3/2015	Barron's	Anne Simpson	P
Martinez city employees may have to start contributing to Social Security	8/3/2015	Mercury News	Amy Morgan	O
California Inc.: CalPERS coming clean on Wall Street cash	8/3/2015	California Inc		O
CalPERS Fee Controversy	8/3/2015	The Los Angeles Times		O
CalPERS and Pay Equity	8/3/2015	JDSupra.com		O
CalPERS suggests California pension ballot measure might be illegal	8/5/2015	Reuters		O
CalPERS CEO says pension proposal full of problems	8/5/2015	The Sacramento Bee		O
CalSTRS, CalPERS Deliver One-Two Punch to Pension Measure	8/6/2015	Fox & Hounds	Anne Stausboll	O
Audit questions city employees CalPERS enrollment	8/6/2015	Martinez News-Gazette		O
Proposal for Pension Benefit Changes Could Be Illegal, CalPERS Says	8/7/2015	California Healthline	Anne Stausboll	O
CalPERS holding events next month for emerging, diverse managers	8/7/2015	Pensions & Investments	Laurie Weir	P
CalPERS Investment Head Eliopoulos Plays Long Game With Pension	8/10/2015	Bloomberg	Ted Eliopoulos	O

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone ¹
High-return era ends for many big public pension funds	8/10/2015	Pensions & Investments	Joe DeAnda	O
How to Make Private Equity Honest	8/12/2015	Naked Capitalism		O
CalPERS vs. Voters	8/12/2015	The Wall Street Journal	Anne Stausboll	N
CalPERS, CalSTRS took big losses on energy investments, report says	8/13/2015	The Los Angeles Times	Joe DeAnda	N
Pension funds' energy assets lose \$5 billion	8/14/2015	The Los Angeles Times		N
CalPERS to consider playing it safe	8/17/2015	The Sacramento Bee		O
Start Soul Searching, CalPERS CIO Tells Private Equity	8/18/2015	Chief Investment Officer		P
CalPERS to Require Greater Disclosure on Fees Paid by Target Companies	8/18/2015	Private Equity News		N
CalPERS Is Prudent to Be Concerned	8/19/2015	The Wall Street Journal	Brad Pacheco	P
CalPERS commits \$500m to Blackstone Partners VII	8/19/2015	Private Equity International		O
CalPERS New \$1.5B Commitment to be Partially Invested in San Francisco and Seattle	8/19/2015	The Registry		P
CalPERS, CalSTRS not likely to dump coal	8/21/2015	Sacramento Business Journal		O
CalPERS boosts US office strategy with \$1.5bn of new capital	8/24/2015	I&P Real Estate		O
Governor's Aides Urge CalPERS to Speed Up Rate Hike	8/24/2015	Public CEO		O
CalPERS: Retirees begin to outnumber active workers	8/25/2015	Calpensions.com		O
Make Advisors Accountable, CalPERS Urges DoL	8/26/2015	Chief Investment Officer	Ann Boynton	O
The CalPERS Sneeze Heard Around the CRE World	8/26/2015	National Real Estate Investor		O
Reed's state pension reform measure would be financial disaster	8/27/2015	San Jose Mercury News	Anne Stausboll	O
CalPERS on lookout for custodian	8/27/2015	Pensions & Investments		O
CalPERS Says it Generated \$30B in Economic Activity Last Year	8/28/2015	PlanSponser.com	Anne Stausboll	O
CalPERS' Private Equity, Exposed: Executive Summary	8/31/2015	Naked Capitalism		N
In strategy shift, CalPERS looks to cut financial risk	8/31/2015	The Los Angeles Times		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)

- All Staff Forum
- Risk Mitigation Strategies webinar
- Compliance Training, Wylie Tollette Message
- Health Plan Decision Tools
- Medicare webinar

Social Media

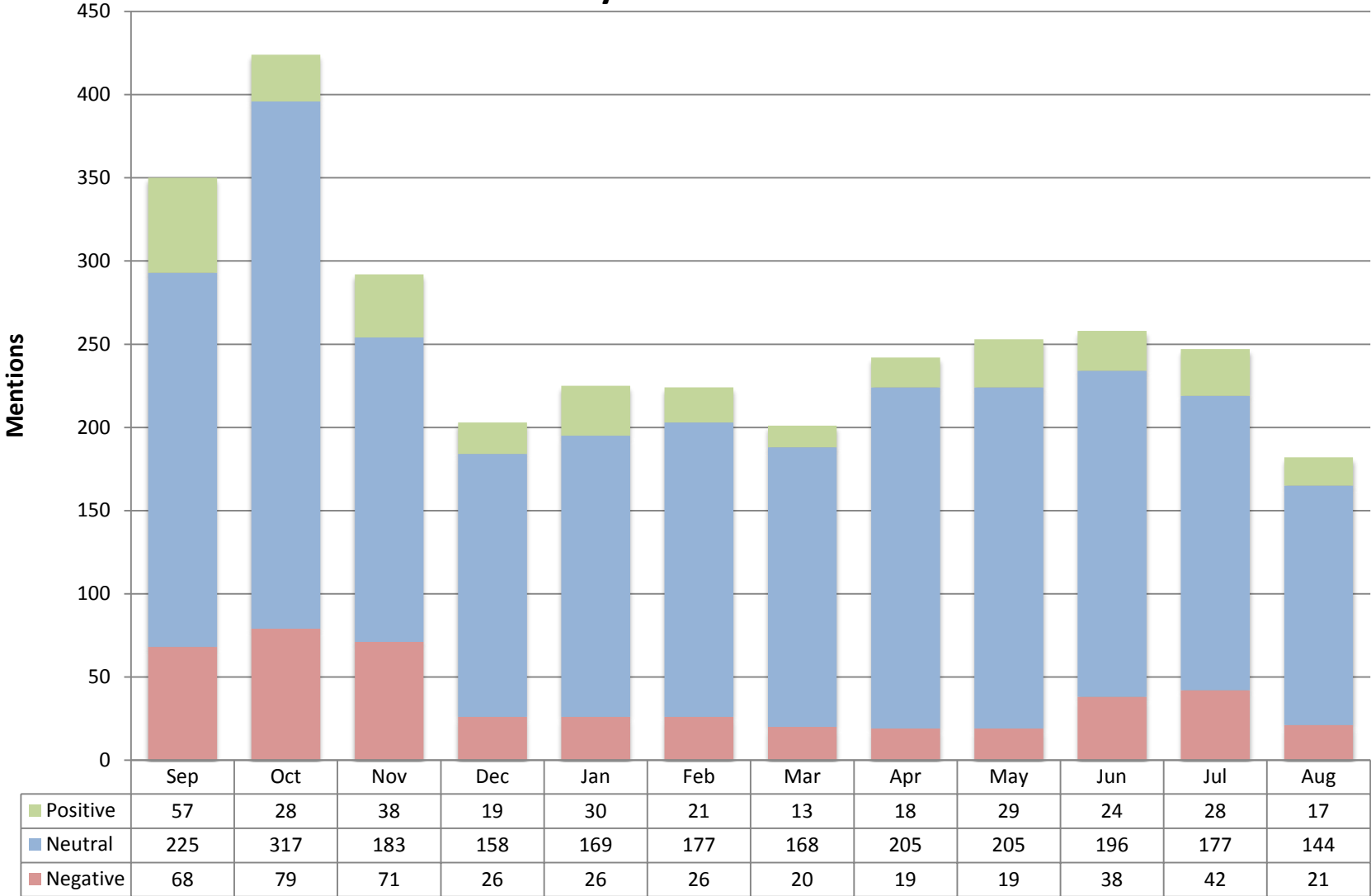
Channel	Total Followers ²	New Followers ³	Total Views	Monthly Views	Total Posts
Twitter (@CalPERS)	12,031	131	--	--	144 (20 Retweets)
Facebook	11,112	166	--	--	49
LinkedIn	5,021	130	--	--	10
Twitter (@AnneStausboll)	1,864	84	--	--	114 (29 Retweets)
YouTube	788	67	184,478	17,186	22
Instagram	440	2	--	--	9
Google Plus	170	7	119,626	--	23

-- indicates that category does not apply for channel

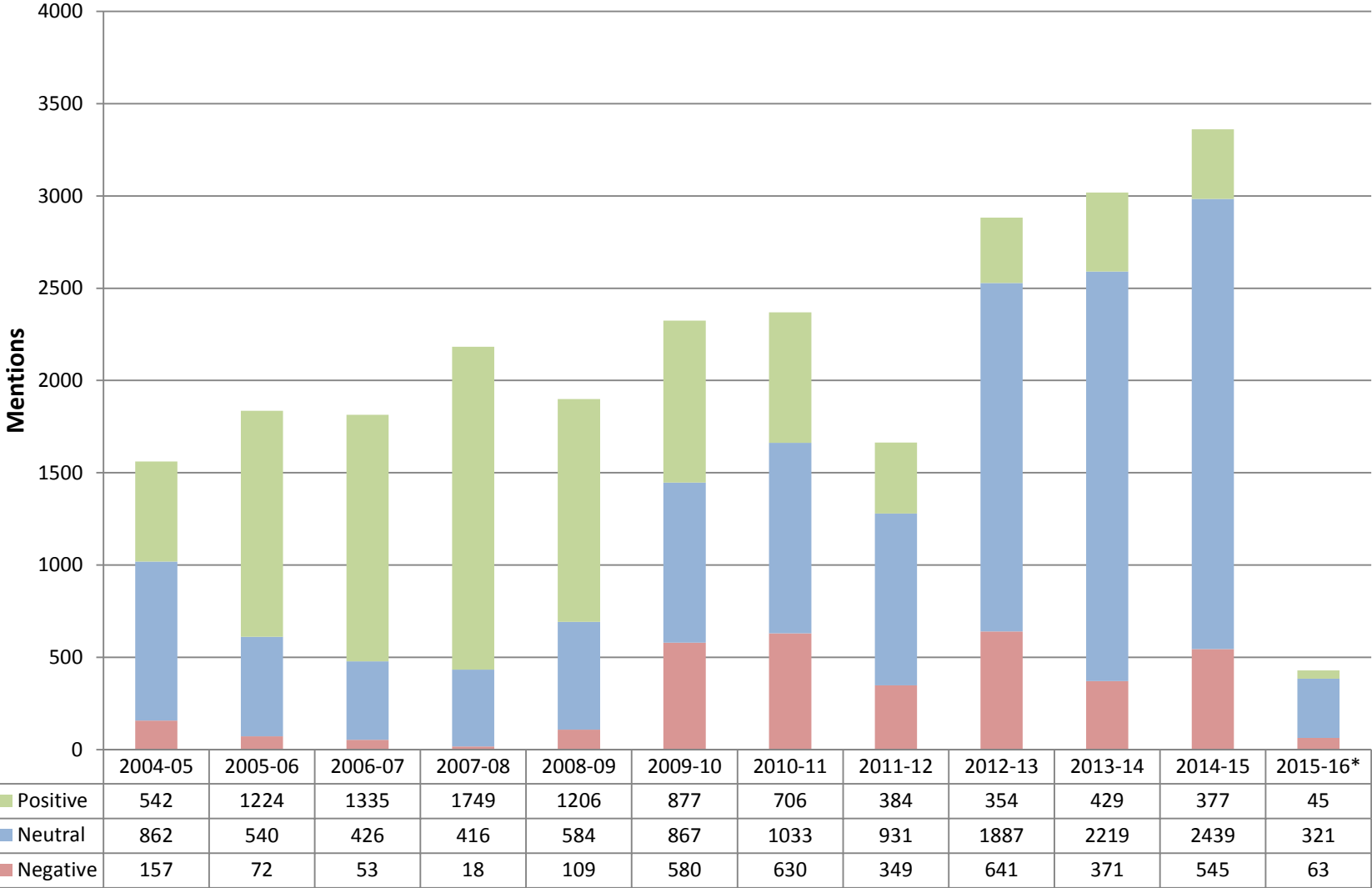
² Totals as of August 31, 2015

³ For month of August 2015

Monthly Mentions 2015-16

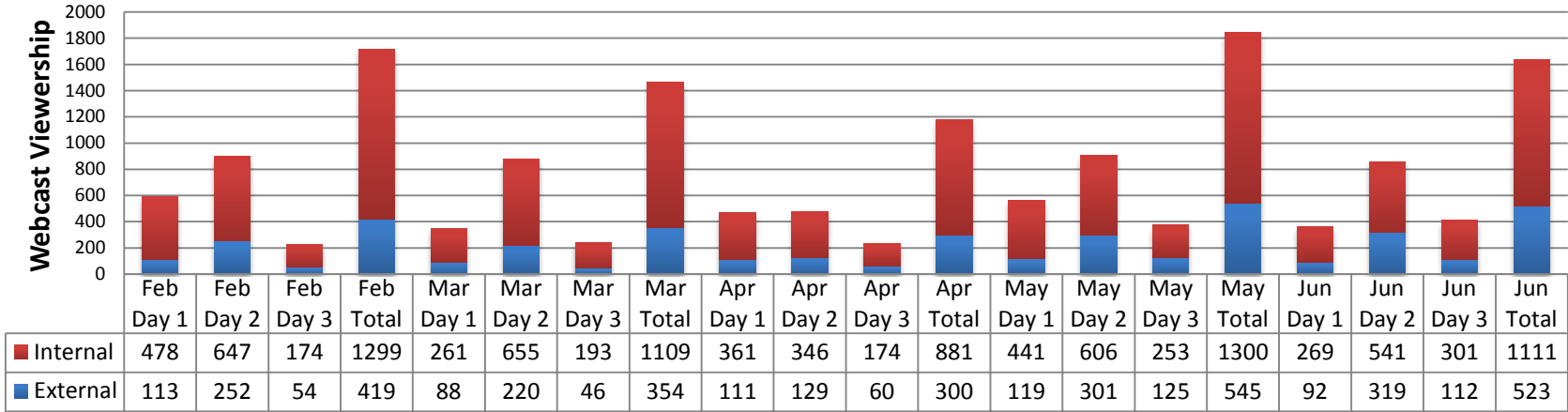


Mentions by Fiscal Year



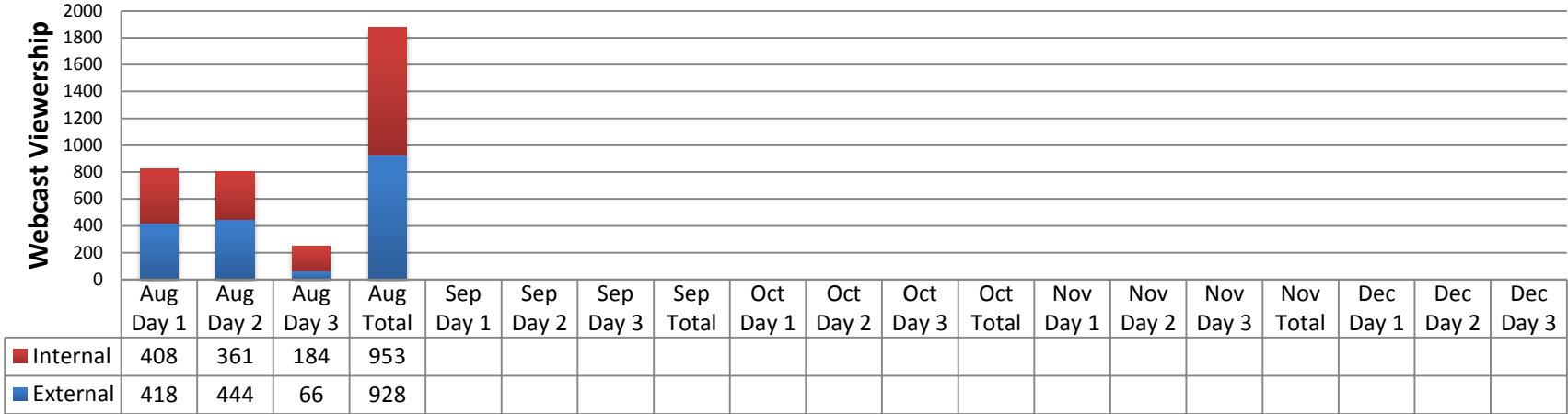
*Data through August 2015

2015 Board Meeting Webcast Viewership



2015 Webcast Dates

2015 Board Meeting Webcast Viewership



2015 Webcast Dates