

CalPERS Office of Public Affairs Strategic Communications Report

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

Date	News Releases
9/02/2015	CalPERS Names Doug McKeever Deputy Executive Officer for Benefit Programs Policy and Planning
9/10/2015	CalPERS Announces Creation of Sustainability Benchmark for Infrastructure Investments
9/10/2015	CalPERS Begins Health Plan Open Enrollment September 14
9/24/2015	CalPERS Announces Results of its 2015 PRI Assessment Report

CalPERS Print/Broadcast/Radio News	Date	Outlet	Spokesperson	Tone ¹
CalPERS, CalSTERS urge Bank of America to keep CEO, chairman roles separate	9/1/2015	San Francisco Business Times		P
CalPERS receives lesson in PE 101	9/1/2015	Private Equity International		N
Pension funds team up on fee disclosure guidelines; CalPERS and APG are among the investors joining new initiative	9/3/2015	Financial News		P
Top CalPERS exec moves to UC Davis Medical Center	9/4/2015	Sacramento Business Journal		P
CalPERS cuts fiscal outlook	9/8/2015	The Press-Enterprise		O
This State Paid For Patients' Colonoscopies and Saved Millions	9/9/2015	The Huffington Post		O
CalPERS execs to meet with disgruntled board member over fee concerns	9/9/2015	AltAssets	Henry Jones	O
CalPERS defends its record in private equity	9/9/2015	NewsManagers		O
Investors 'bedevilled' by false god of relative performance – CalPERS	9/10/2015	Investments & Pensions Europe	Anne Simpson	O
CalPERS plays defense as board questions PE competency	9/10/2015	Private Equity Manager	JJ Jelincic	N
CalPERS to consider taking activist manager portfolio in-house	9/10/2015	Pensions&Investments		O
CalPERS global equity by strategy	9/10/2015	Pensions&Investments		O

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone ¹
CalPERS, AIMCo Among Backers for ESG Infrastructure Benchmark	9/11/2015	Chief Investment Officer	Ted Eliopoulos	O
CalPERS pushes for carbon disclosure to boost returns	9/11/2015	Top1000funds	Anne Simpson	P
CalPERS Board Members Defend Poor Performance by Staff, Capture by Private Equity	9/11/2015	Naked Capitalism		N
CalPERS issues master custodian RFP	9/14/2015	Global Investor		N
Calls for policy overhaul to align institutional investment with sustainable development	9/15/2015	Fuseworks Media	Henry Jones	P
Bank of America Shareholders Revolt Against Moynihan's Power Grab	9/15/2015	The Street	Anne Simpson	O
Why You Should Care About CalPERS' Staff's and Board's Incompetence in Private Equity and What You Can Do About It	9/16/2015	Naked Capitalism		N
CalPERS medical insurance sign-ups open through Oct. 9	9/16/2015	The Sacramento Bee		O
CalPERS launches open enrollment period	9/16/2015	The Sacramento Bee		O
CalPERS earmarks \$6.3 billion to RE	9/16/2015	PERE		P
CalPERS voices support for PE team	9/16/2015	Private Equity International		N
Opinion -Why You Should Care About CalPERS' Staff's and Board's Incompetence in Private Equity and What You Can Do About It	9/16/2015	Naked Capitalism		N
Is CalPERS' Board Incompetent?	9/16/2015	Pension Pulse		N
Union Gripe Survives Against CalPERS	9/16/2015	Courthouse News Service		N
Institutionals group launches global infrastructure sustainability benchmark	9/17/2015	Investment Europe	Anne Stausboll	P
CalPERS event to inform members about benefits and programs	9/18/2015	The Sacramento Bee		O
New CalPERS Dispute Over Private Equity Fees	9/21/2015	Public CEO		O
Win or Lose, Bank Of America Vote Shows New Shareholder Muscle	9/22/2015	Reuters	Anne Simpson	O
Ahead of historic SDGs Summit, UNEP and CalPERS call for policy overhaul to align Institutional Investment with Sustainable Development	9/23/2015	Radiance Media Group		O
Investor dash to dump fossil fuel shares gains momentum	9/24/2015	The Australian Financial Review	Anne Stausboll	O

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone ¹
The CalPERS Sneeze Heard Around the CRE World	9/24/2015	National Real Estate Investor Online		O
Info on changes to CalPERS health insurance plans at Monday workshop	9/25/2015	Chico Enterprise-Record		N
Former California Official Blasts CalPERS CEO Anne Stausboll, Staff, and Board for Misconduct	9/25/2015	Naked Capitalism		N
CalPERS Study Notes \$6.5 Billion Invested in California Real Estate	9/25/2015	The Registry		O
Microsoft Leads Movement to Offset Emissions With Internal Carbon Tax	9/26/2015	The New York Times	Anne Simpson	O
CalPERS Announces Results Of Its 2015 PRI Assessment Report	9/28/2015	Mondo Visione	Ted Eliopoulos	P
Viewpoint: No, Public Pensions Don't Boost Economic Output	9/29/2015	Investor's Business Daily		N
New allegations about CalPERS long-term care management	9/30/2015	The Sacramento Bee		P
Former State Chief Investment Officer Tells CalPERS and CalSTRS to Fire Consultant PCA Over Proposed Fix for Poor Private Equity Performance	9/30/2015	Naked Capitalism		N

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

Online Enhancements, Videos, Social Media and Webcasts

CalPERS For the Record

9/07/2015 The Facts on CalPERS Private Equity Program

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

- Diversity Forum
- Carbon Pricing Interview w/ Anne Stausboll
- Compliance Training Core Module
- Insight & Inquiry – Investing for the Long-term Good of California
- Your Retirement Options and Online Application (webinar)

Social Media

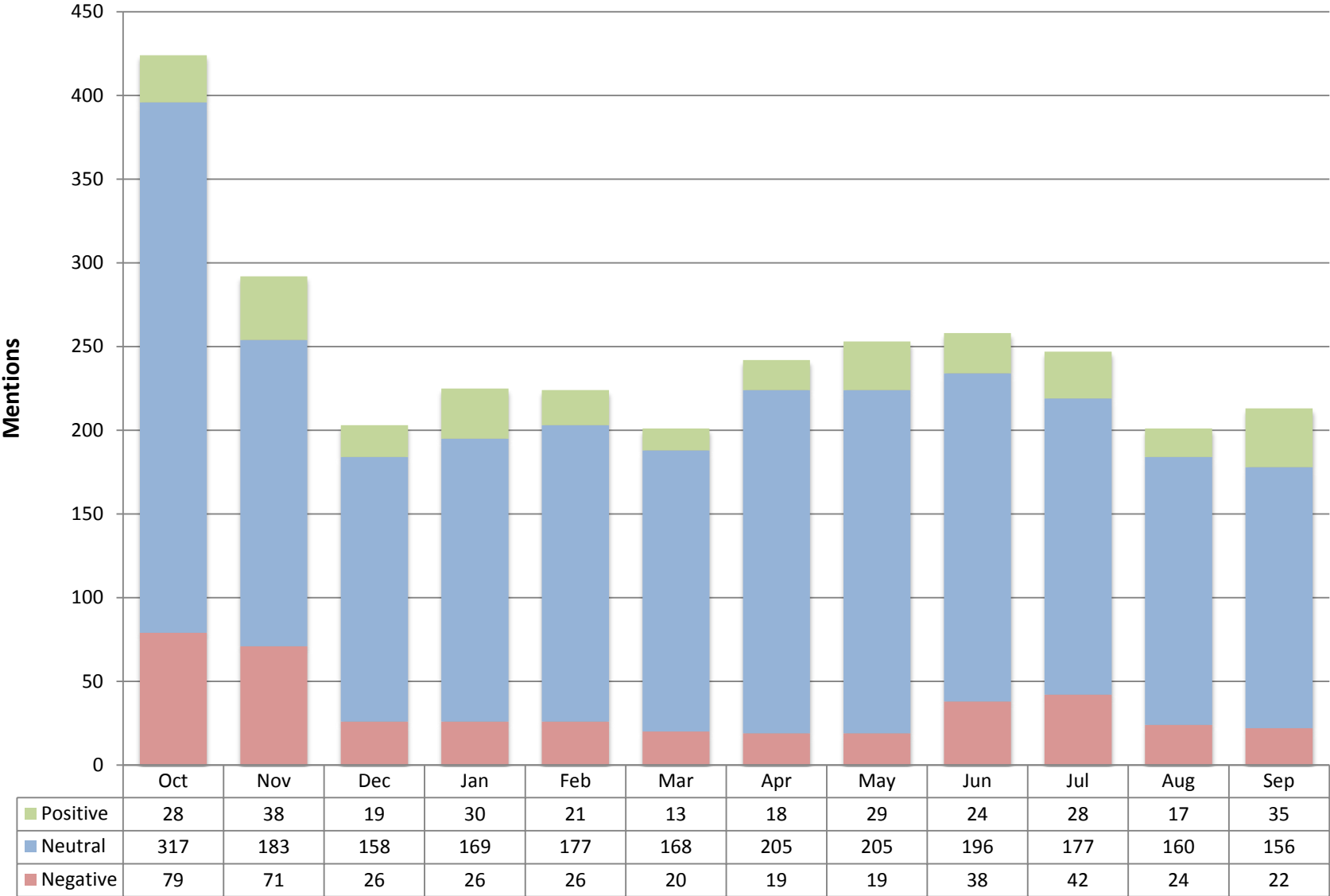
Channel	Total Followers ²	New Followers ³	Total Views	Monthly Views	Total Posts
Twitter (@CalPERS)	12,233	202	--	--	273 (20 Retweets)
Facebook	11,311	199	--	--	46
LinkedIn	5,168	147	--	--	7
Twitter (@AnneStausboll)	1,945	81	--	--	132 (39 Retweets)
YouTube	859	71	208,738	24,260	16
Instagram	547	107	--	--	7
Google Plus	175	5	121,947	--	30

-- indicates that category does not apply for channel

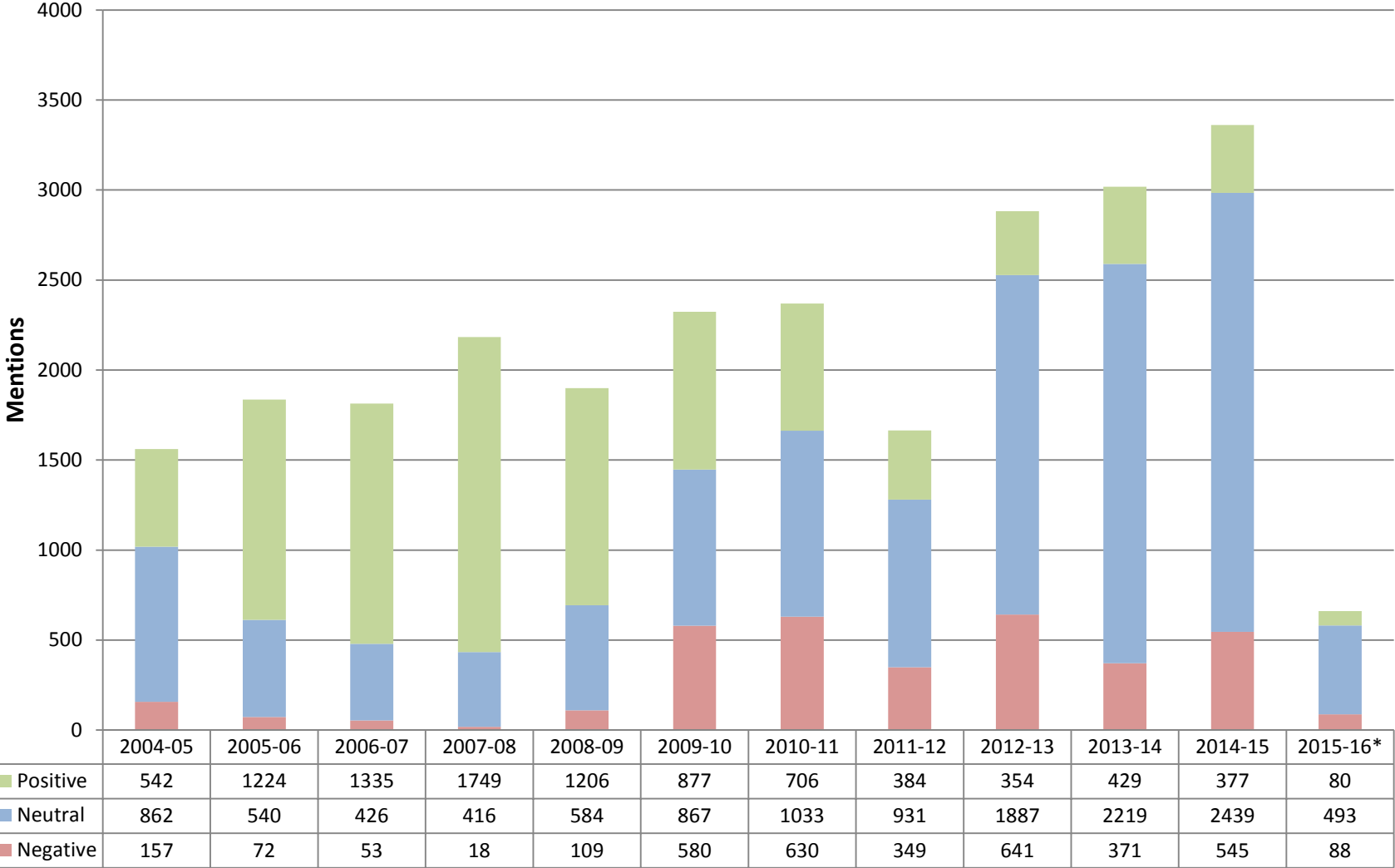
² Totals as of September 30, 2015

³ For month of September 2015

Monthly Mentions 2015-16

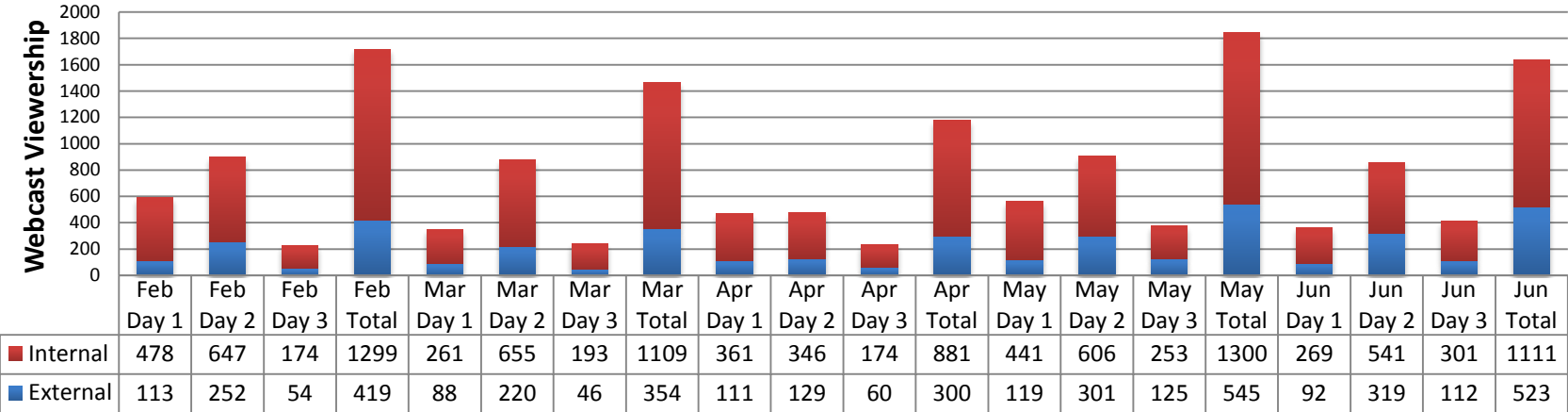


Mentions by Fiscal Year



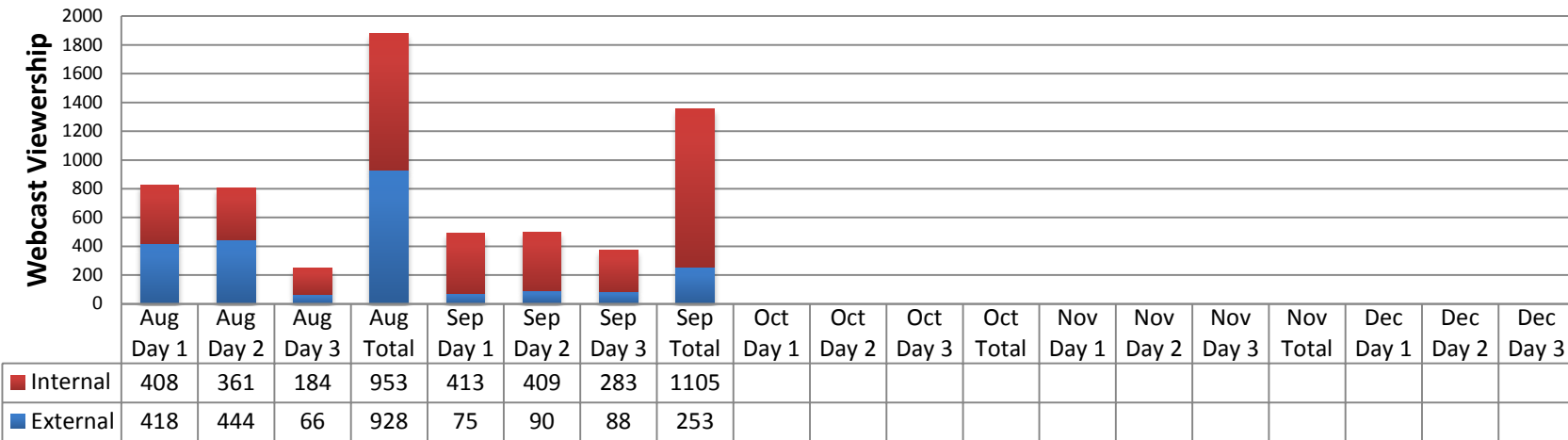
*Data through September 2015

2015 Board Meeting Webcast Viewership



2015 Webcast Dates

2015 Board Meeting Webcast Viewership



2015 Webcast Dates