

## CalPERS Office of Public Affairs Strategic Communications Report

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

Date	News Releases
10/07/2015	CalPERS Names Mary Anne Ashley Chief of Legislative Affairs
10/08/2015	CalPERS to Set Talks With Thermal Coal Companies
10/19/2015	CalPERS Names Brad W. Pacheco Deputy Executive Officer for Communications & Stakeholder Relations
10/20/2015	CalPERS Dependent Eligibility Verification Saves System Millions
10/21/2015	CalPERS Board Adopts Decision that Former Loomis Fire Chief Violated Pension Law

Date	Opinions/Letters	CalPERS Representative	Submitted to:
10/30/2015	Letter in response: What's really driving CalPERS contribution rates	Brad Pacheco	LA Daily News

CalPERS Print/Broadcast/Radio News	Date	Outlet	Spokesperson	Tone <sup>1</sup>
CalPERS long-term care insurance pool shrinks	10/1/2015	The Sacramento Bee		N
With billions at stake in CalPERS open enrollment, one health plan has an edge	10/5/2015	Sacramento Business Journal		O
Martinez to appeal CalPERS ruling that could cost city big money	10/5/2015	Contra Costa Times		O
CalPERS open enrollment down to the wire: \$7.74B at stake	10/6/2015	San Francisco Business Times		O
Open Enrollment in CalPERS Health Benefits Ends Friday	10/6/2015	California Healthline		O
CalPERS Carried-Interest Data May Hold 'Shock Value' for Public	10/7/2015	Bloomberg	Joe DeAnda	O
Opinion - CalSTRS Pulling a CalPERS on PE Fees?	10/7/2015	Pensionpulse.com		N
Deaths outpace new policyholders in CalPERS long-term care program	10/8/2015	The Sacramento Bee	Bill Madison	O
Pension payouts outstrip salaries	10/8/2015	Desert Dispatch		O
CalPERS medical insurance open enrollment ends Friday	10/8/2015	The Sacramento Bee		O

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone <sup>1</sup>
Pension Pulse: CalSTRS Pulling a CalPERS on PE Fees?	10/8/2015	Pension 360		N
California Lawmakers Force Coal Divestments	10/9/2015	Chief Investment Officer	Anne Stausboll	P
New law requires pension funds to dump coal companies? Not really	10/9/2015	Sacramento Business Journal	Joe DeAnda	O
Stakes are huge for insurers during CalPERS open enrollment	10/9/2015	Sacramento Business Journal		O
California governor signs bill requiring CalPERS, CalSTRS to divest coal	10/9/2015	Pensions & Investments		O
CalPERS to meet with thermal coal companies to discuss divestment	10/12/2015	IR Magazine	Anne Stausboll	O
CalPERS aims to lower investment risks	10/12/2015	The Sacramento Bee		O
CalPERS Proposing Returns Target Cut	10/13/2015	Wall Street Journal		O
Opinion – After NC, Media Coverage of CalPERS and CalSTRS Private Equity Fee Lapses, California Treasurer John Chiang Calls for Legislation	10/13/2015	Naked Capitalism		N
CalPERS names new chief of legislative affairs division	10/13/2015	MarketLine		O
Former Chief Investment Officer Slams CalPERS, CalSTRS, Other Funds for Doing Nothing When Told Blackstone Was Cheating Them	10/14/2015	Naked Capitalism		N
Investors Grill Russia: CalPERS, Foreign Investors Question Putin On Economy, Syria, Ukraine	10/14/2015	Forbes		O
CalPERS commits \$250 million to private equity	10/14/2015	Pensions & Investments		O
CalPERS says risk policy will strengthen pensions	10/14/2015	The Sacramento Bee		O
CalPERS applauds state treasurer appeal	10/14/2015	Private Equity International		O
Average pension less than salaries	10/15/2015	The Daily Press	Amy Morgan	P
Here's why pension giant CalPERS wants to cut investment goals	10/15/2015	CNBC		O
Next Steps for the Fossil Fuel Divestment Movement?	10/16/2015	The Huffington Post	Anne Stausboll	O
Pension data tell different stories — depending on your stance	10/16/2015	San Francisco Chronicle	Anne Stausboll	O
CalPERS applauds state treasurer appeal	10/16/2015	PEI		O
Time to price carbon, world leaders say, as Australia demurs	10/19/2015	Sydney Morning Herald	Anne Stausboll	O
Pay up now or pay more later	10/19/2015	Pensions&Investments	Rob Feckner	O

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone <sup>1</sup>
CalPERS' protracted plan for reducing investment risk leaves pension system vulnerable	10/19/2015	Contra Costa Times		N
CalPERS Names Brad W. Pacheco Deputy Executive Officer For Communications & Stakeholder Relations	10/20/2015	Exchange News Direct	Anne Stausboll	P
Taxpayers may have to ante up more because CalPERS may risk less	10/20/2015	Los Angeles Times		O
San Bernardino judge wants look at pension costs	10/20/2015	California Political Review		O
As rates rise, municipalities and private equity firms spar over the ownership of water systems	10/20/2015	Los Angeles Times		O
CalPERS tiptoes into engagement with coal companies	10/20/2015	Fossil Free California		N
Consultant warns CalPERS divesting from coal could hurt returns	10/20/2015	Reuters		O
CalPERS may be reforming	10/20/2015	The Sacramento Bee		O
CalPERS scrubs 18,000 people from health insurance rolls	10/21/2015	The Sacramento Bee	Bill Madison	P
Pension fund aims to reduce its risk; But CalPERS' plan to shift portfolio to safer investments may cost taxpayers more.	10/21/2015	Los Angeles Times	Bill Slaton	O
Questions arise on CalPERS investment risk-reduction plan	10/21/2015	The Sacramento Bee	Theresa Taylor	O
California Cities Support a More Conservative CalPERS	10/21/2015	CaliforniaCityNews.org		P
CalPERS media-relations veteran moves up	10/21/2015	The Sacramento Bee		P
CalPERS orders former Loomis fire chief to pay back \$450,000	10/22/2015	The Sacramento Bee	Matt Jacobs	P
How CalPERS saved \$122 million in two years	10/22/2015	Sacramento Business Journal		P
How Anthem's Vivity venture is faring in So Cal showdown with Kaiser	10/23/2015	Modern Healthcare	Doug McKeever	P
Dependent Verification Saves CalPERS Millions in Health Care Costs	10/23/2015	Plan Sponsor	Doug McKeever	P
CalPERS shrinks U.S. activist efforts	10/23/2015	The Deal		O
Turnaround for CalPERS	10/23/2015	Los Angeles Business Journal		P
CalPERS shifts focus to avoiding another big loss	10/26/2015	CalPensions	Bill Slaton	O

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone <sup>1</sup>
Opinion - CalPERS Set to Have Massive Increase—Cities Forced to Raise Taxes/Cut	10/26/2015	Citizens Journal		N
Oxford Professor Schools CalPERS: Contrary to Board Presentation, Private Equity is “Most Expensive Asset Class, By Far”	10/27/2015	Naked Capitalism		N
CalPERS-Backed Body Pushes for Private Equity Fee Clarity	10/27/2015	FundFire		O
Commonfund taps ex-CalPERS CIO Anson as chief investment officer	10/29/2015	Reuters		O
What’s really driving CalPERS contribution rates higher and higher: Guest commentary	10/29/2015	Los Angeles Daily News		N
Cloud Technology 'a Mainstay for Today,' CalPERS CIO Says	10/29/2015	techwire.net		O
CalPERS expected to close sale of \$1 bln private equity portfolio	10/30/2015	PeHUB		O

---

<sup>1</sup>P – Positive tone  
N – Negative tone  
O – Neutral tone

## Online Enhancements, Videos, Social Media and Webcasts

### CalPERS For the Record

10/19/2015 Who Pays? The CalPERS Pension Buck Identifies the Income Sources of Public Employee Pensions

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

- Educational Forum (live event)
- Medicare and Your Health Benefits (webinar)

### Social Media

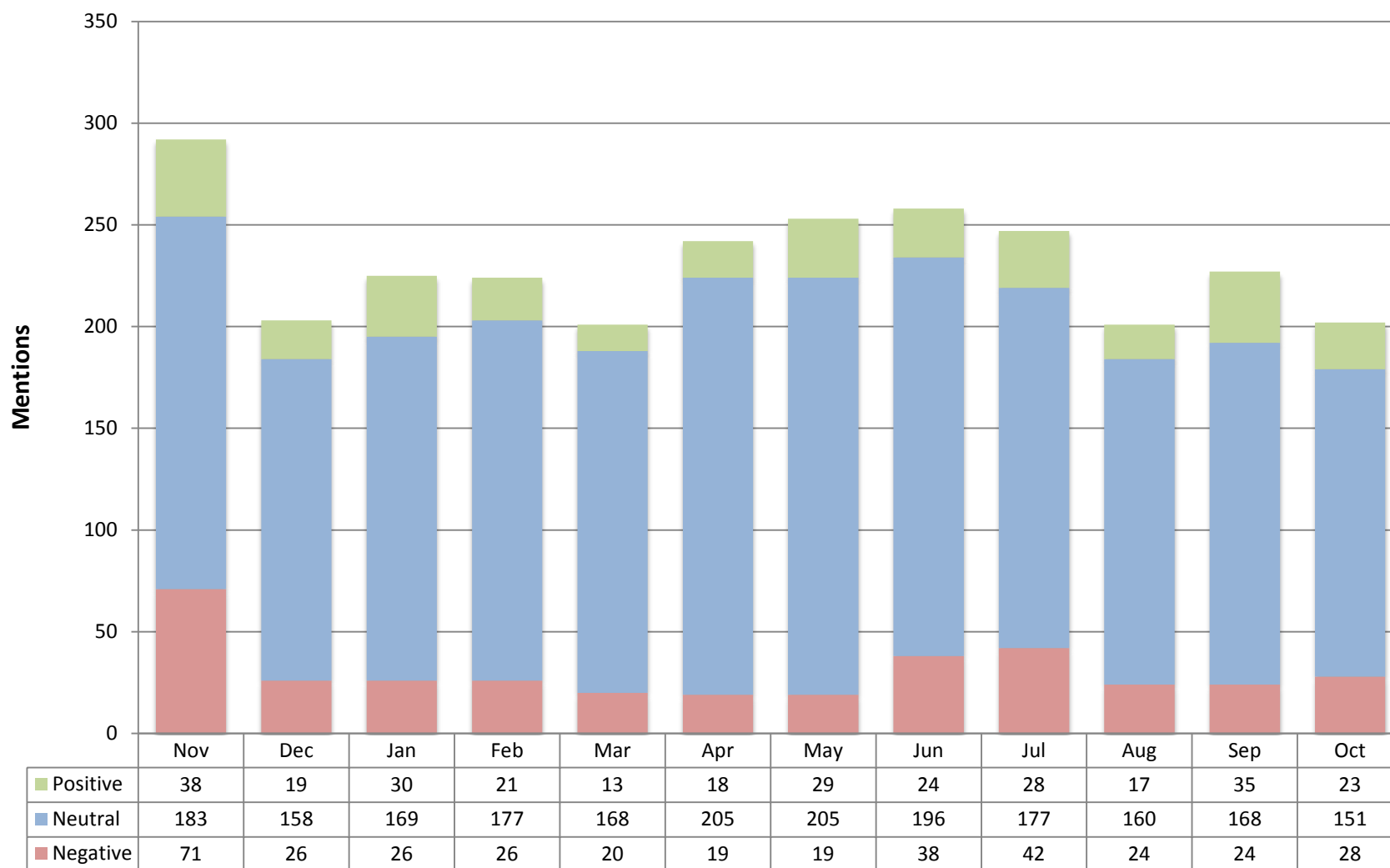
Channel	Total Followers <sup>2</sup>	New Followers <sup>3</sup>	Total Views	Monthly Views	Total Posts
Twitter (@CalPERS)	12,390	157	--	--	200 (3 Retweets)
Facebook	11,481	170	--	--	51
LinkedIn	5,298	130	--	--	4
Twitter (@AnneStausboll)	2,016	74	--	--	127 (20 Retweets)
YouTube	909	50	385,251	19,829	9
Instagram	652	105	--	--	9
Google Plus	177	2	124,786	--	33

-- indicates that category does not apply for channel

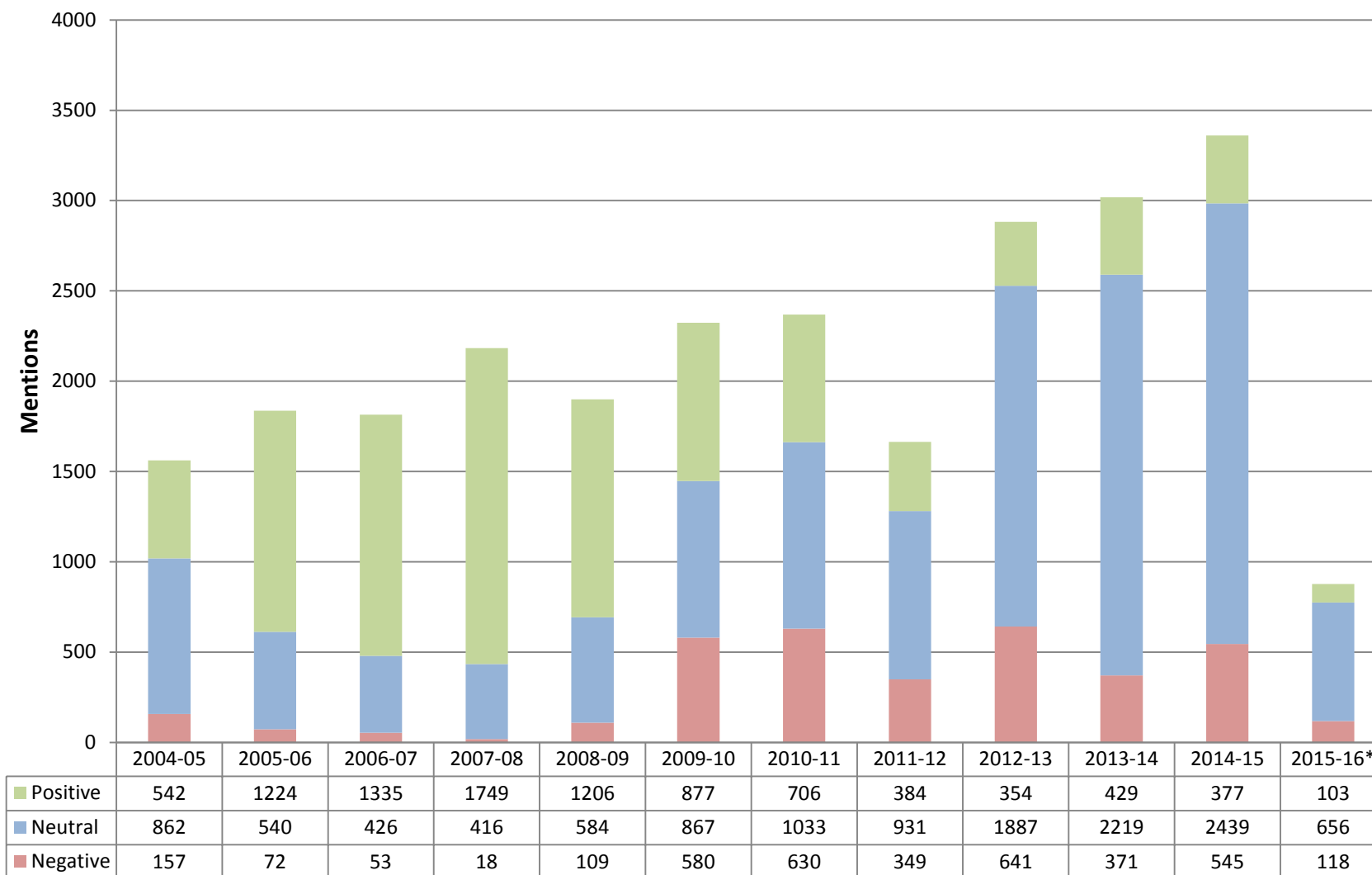
<sup>2</sup> Totals as of October 31, 2015

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

## Monthly Mentions 2015-16

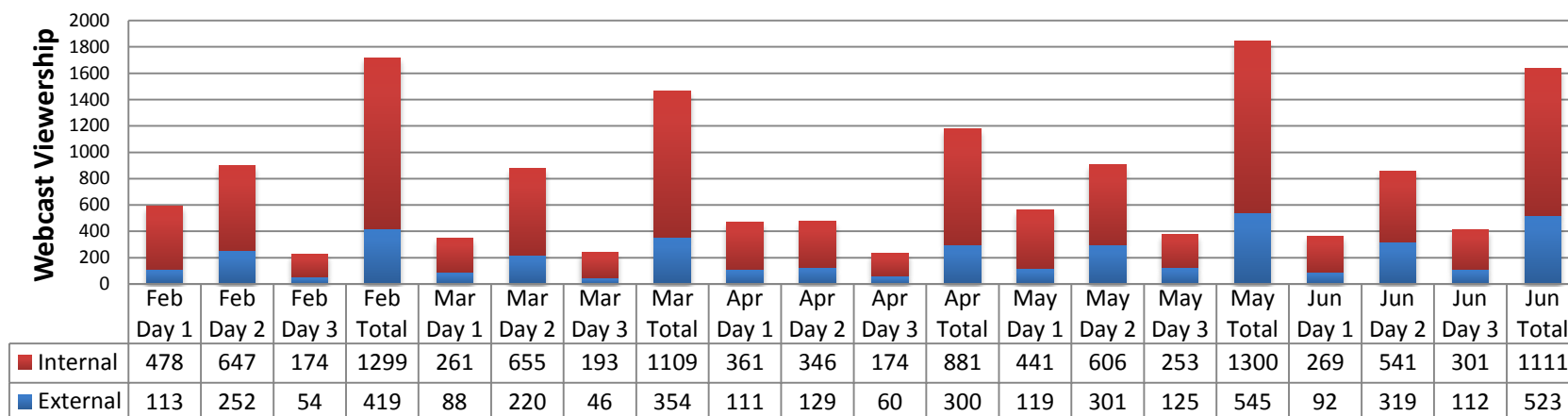


## Mentions by Fiscal Year



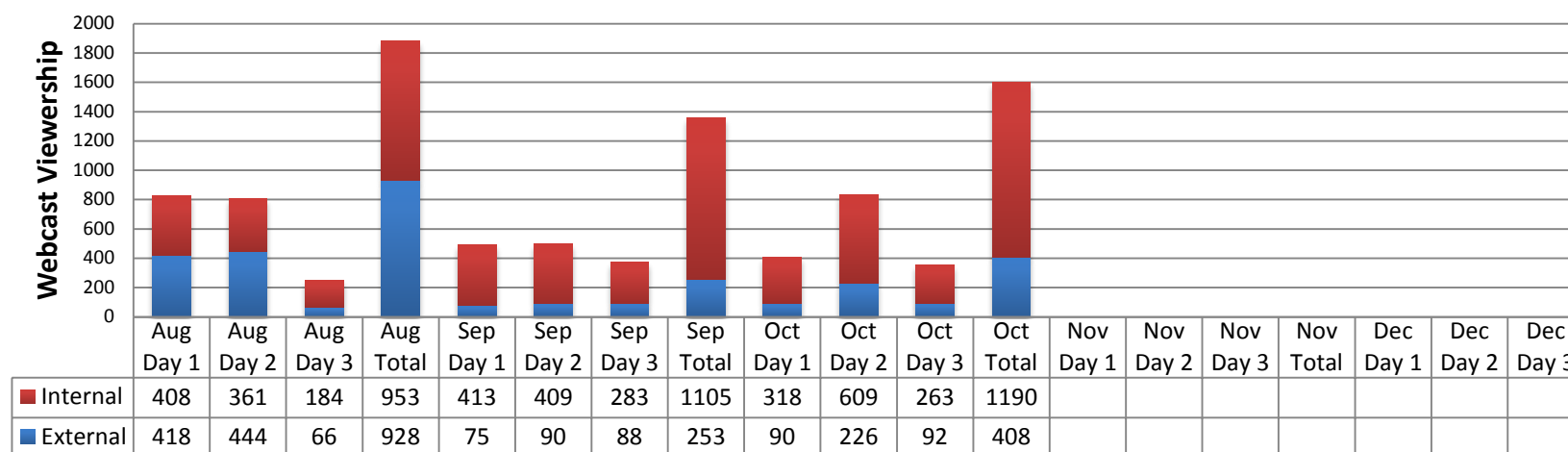
\*Data through October 2015

## 2015 Board Meeting Webcast Viewership



2015 Webcast Dates

## 2015 Board Meeting Webcast Viewership



2015 Webcast Dates