

CalPERS Office of Public Affairs Strategic Communications Report

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

Date	News Releases
11/09/2015	CalPERS to Host Private Equity Workshop
11/12/2015	CalPERS Agrees to Sell Non-Strategic Real Estate Assets
11/18/2015	CalPERS Adopts Funding Risk Mitigation Policy to Rein in Risk and Volatility in Pension System
11/18/2015	CalPERS Orders Former City of Vernon Official to Repay \$3.4 Million
11/20/2015	CalPERS Board President Responds to Governor's Comments Regarding New Risk Mitigation Policy
11/23/2015	CalPERS Honored With Second Distinguished Finance Award
11/24/2015	CalPERS' Active Private Equity Funds Generated \$24.2 Billion in Net Gains for the Fund; Releases Profit Shared with Investment Partners

Date	Opinions/Letters	CalPERS Representative	Submitted to:
11/15/2015	Letter's claims about CalPERS inaccurate	Brad Pacheco	Press Telegram
11/24/2015	CalPERS puts Band-Aid on gaping pension fund wound	Rob Feckner	Contra Costa Times
11/24/2015	CalPERS puts Band-Aid on gaping pension fund wound	Rob Feckner	Mercury News

Note: **Items Submitted and Printed**

CalPERS Print/Broadcast/Radio News	Date	Outlet	Spokesperson	Tone ¹
Investors Seek Consensus on ESG as a Fiduciary Duty	11/2/2015	Institutional Investor	James Andrus	O
Finance Department Urges CalPERS to Reduce Risk	11/2/2015	CalWatchdog	Richard Costigan	N
CalPERS finally recoups housing losses	11/2/2015	Orange County Register		O
CalPERS needs to face facts of underfunding	11/3/2015	Orange County Register		N
CalPERS expected to close sale of \$1 bln private equity portfolio	11/4/2015	PE Hub		O
What's the worst vacant lot in Sacramento?	11/6/2015	The Sacramento Bee		N
CalPERS "myths vs. facts" propaganda will not change reality	11/6/2015	Watchdog.org		N

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone ¹
CalPERS' goof stopped some payroll deductions – for three years	11/10/2015	The Sacramento Bee	Rosanna Westmoreland	N
CalPERS' private equity distributions, capital calls dropping in overheated market	11/10/2015	Pensions & Investments		O
CalPERS to invest \$36.5bn in private equity until 2020	11/11/2015	Private Equity International		O
Blackstone to Buy About \$3 Billion in Property Fund Stakes From CalPERS	11/12/2015	The New York Times		O
CalPERS Pushes Boards to Clear Room for the Young and Ethnic	11/13/2015	Bloomberg		P
CalPERS to weigh private equity risk. The investments have yielded healthy gains but also carry more complexity, pitfalls.	11/16/2015	Los Angeles Times	Joe DeAnda	O
CalPERS selling Austin office to PREI for \$240m	11/16/2015	Private Equity Real Estate News		O
Hot private equity marketplace reduces CalPERS' bargaining power	11/17/2015	Reuters	Réal Desrochers	O
Experts defend CalPERS' private equity investments	11/17/2015	Los Angeles Times	Réal Desrochers	P
Private equity the best performer, CalPERS' Eliopoulos says	11/17/2015	Pensions & Investments	Ted Eliopoulos	P
CalPERS may lower investment expectations, costing taxpayers billions	11/17/2015	Los Angeles Times	Cheryl Eason	N
Cadillac tax derails new wellness platform at CalPERS	11/18/2015	Sacramento Business Journal	Priya Mathur	O
CalPERS moves to reduce investment risk, lower profit expectations	11/18/2015	The Sacramento Bee	Dana Hollinger	O
CalPERS may cut its return target; Taxpayers could pay billions more than expected to cover pension shortfall.	11/18/2015	Los Angeles Times	Cheryl Eason	O
CalPERS: GP negotiations an 'uphill battle'	11/18/2015	Private Equity International	Marte Castanos	O
CalPERS Gears Up to Release Carried Interest Numbers Despite Stragglers	11/18/2015	The Wall Street Journal		P
CalPERS vote to lower investment return target draws governor's ire	11/19/2015	Reuters News	Rob Feckner	N
Taxpayers will pay billions more as CalPERS lowers estimate of investment returns	11/19/2015	Los Angeles Times	Rob Feckner	N
CalPERS board votes to reduce investment risk, earnings expectations	11/19/2015	The Sacramento Bee	Priya Mathur	O

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone ¹
CalPERS approves plan to gradually reduce assumed rate of return to 6.5%	11/19/2015	Pensions & Investments	Joe DeAnda	O
CalPERS cuts estimated return, raising risks for taxpayers	11/19/2015	Sacramento Business Journal	Rob Feckner	N
Majority of CalPERS private equity investments contain tax deal	11/19/2015	Reuters	Marte Castanos	O
CalPERS to Vernon pensioner: repay \$3.5 million	11/19/2015	Calpensions	Mathew Jacobs	O
Taxpayers will pay billions more as CalPERS lowers estimate of investment returns	11/19/2015	Los Angeles Times		N
Braziel contract complies with CalPERS rules for working retirees	11/19/2015	The Sacramento Bee		O
CalPERS Targets 100% Funding with Discount Rate Changes	11/20/2015	Chief Investment Officer	Anne Stausboll	O
CalPERS pay-down plan isn't fast enough for Gov. Jerry Brown	11/20/2015	Los Angeles Times	Richard Gillihan	N
The Herald's View; Changes in CalPERS still not enough	11/20/2015	Monterey County Herald		N
Editorial: CalPERS needs to play it safer; The pension fund should lower its financial expectations before it gets into too deep a hole.	11/23/2015	Los Angeles Times		N
The frustrating reality of fund negotiations	11/23/2015	Private Equity Manager	Marte Castanos	O
Ex-Vernon official may be on the hook for \$3.4 million in pension overpayments	11/23/2015	Los Angeles Times	Mathew Jacobs	P
Pension risk issue reborn long after bond shift	11/23/2015	Calpensions.com	Rob Feckner	O
CalPERS responds to governor, defends investment plan	11/23/2015	The Sacramento Bee		O
CalPERS Defends Newly Approved Risk-Reduction Strategy	11/24/2015	California Healthline	Rob Feckner	O
CalPERS to open curtain to amount private equity takes in profits	11/24/2015	Reuters	Scott Jacobsen	O
CalPERS discloses private equity investment fees: \$1 billion	11/24/2015	Sacramento Bee	Joe DeAnda	O
CalPERS reports seven times more in net gains vs. carried interest over 25 years	11/24/2015	Pensions & Investments	Ted Eliopoulos	O
Pension risk issue reborn long after bond shift	11/24/2015	Calpensions	Rob Feckner	O
CalPERS needs to play it safer; The pension fund should lower its financial expectations before it gets into too deep a hole.	11/24/2015	Los Angeles Times		N
CalPERS disclosure raises the question of whether private equity returns are worth it	11/25/2015	Los Angeles Times	Ted Eliopoulos	N
CalPERS Private-Equity Profit Report Could 'Unleash a Trend'	11/25/2015	Bloomberg	Ted Eliopoulos	O

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone ¹
Treasurer Chiang Issues Statement Regarding Disclosure of Fees Paid to Private Equity Investment Firms	11/25/2015	The Citizens Journal	John Chiang	O
CalPERS Paid \$3.4 Billion to Private Equity Firms	11/25/2015	New York Times	Ted Eliopoulos	O
Mercury News editorial: CalPERS puts Band-Aid on gaping pension fund wound	11/25/2015	San Jose Mercury News	Ted Eliopoulos	N
CalPERS reports private equity fees; N.J. prepares to issue its own study	11/30/2015	Pensions & Investments	John Chiang	O
CalPERS takes one step to monitor private equity	11/30/2015	Calpensions		O
CalPERS' carry disclosure a 'PE PR coup'	11/30/2015	Private Equity International		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)

- CalPERS Event Highlight | Chili Cook-off
- Insight & Inquiry – Retirement Security for All Americans
- Investment Manager Transition Program (webinar replay)
- Service Credit Purchases (webinar)

Social Media

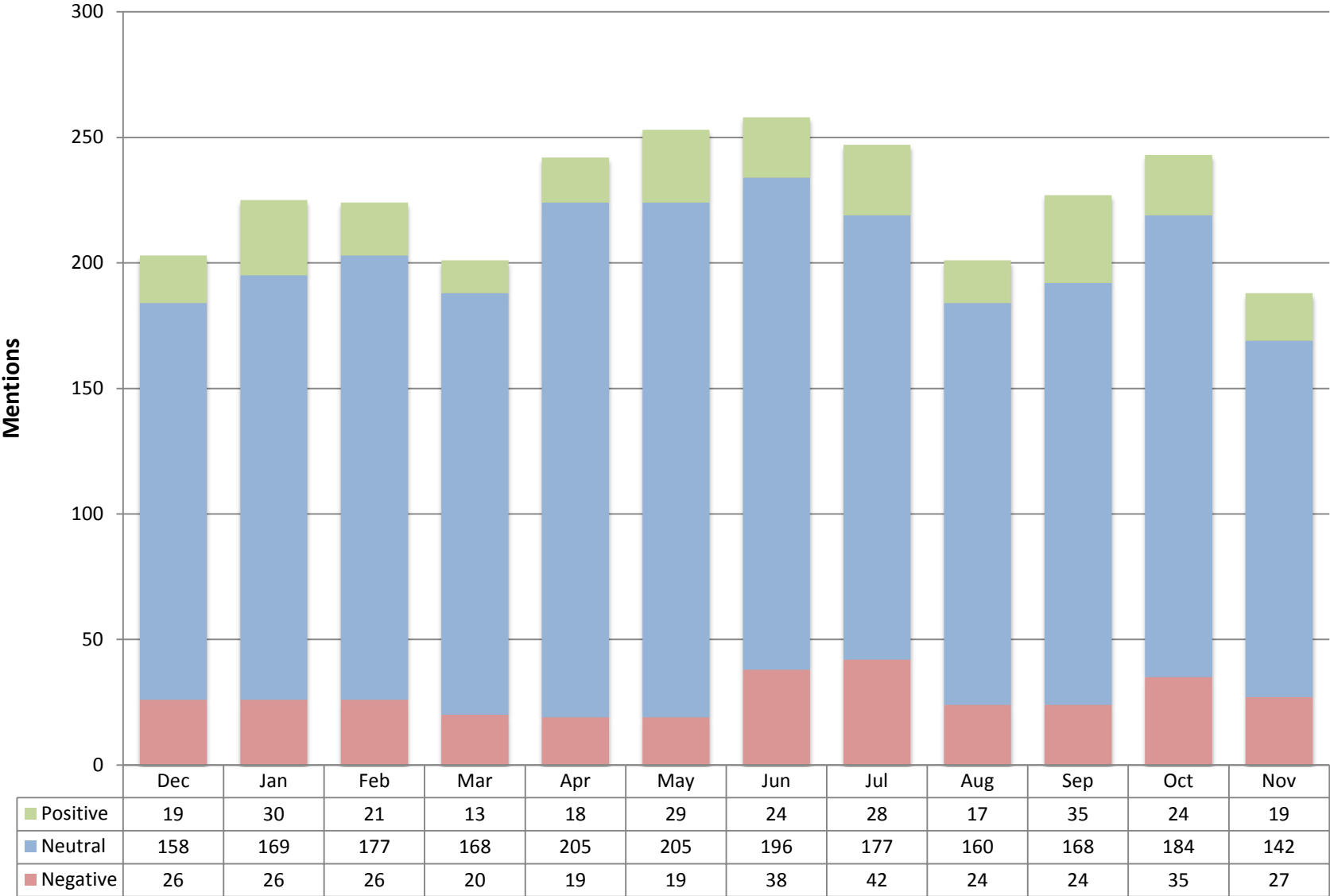
Channel	Total Followers ²	New Followers ³	Total Views	Monthly Views	Total Posts
Twitter (@CalPERS)	12,566	176	--	--	92 (6 Retweets)
Facebook	11,563	82	--	--	52
LinkedIn	5,416	118	--	--	23
Twitter (@AnneStausboll)	2,081	65	--	--	71 (9 Retweets)
YouTube	946	37	396,381	11,232	17
Instagram	699	152	--	--	8
Google Plus	184	7	127,211	--	26

-- indicates that category does not apply for channel

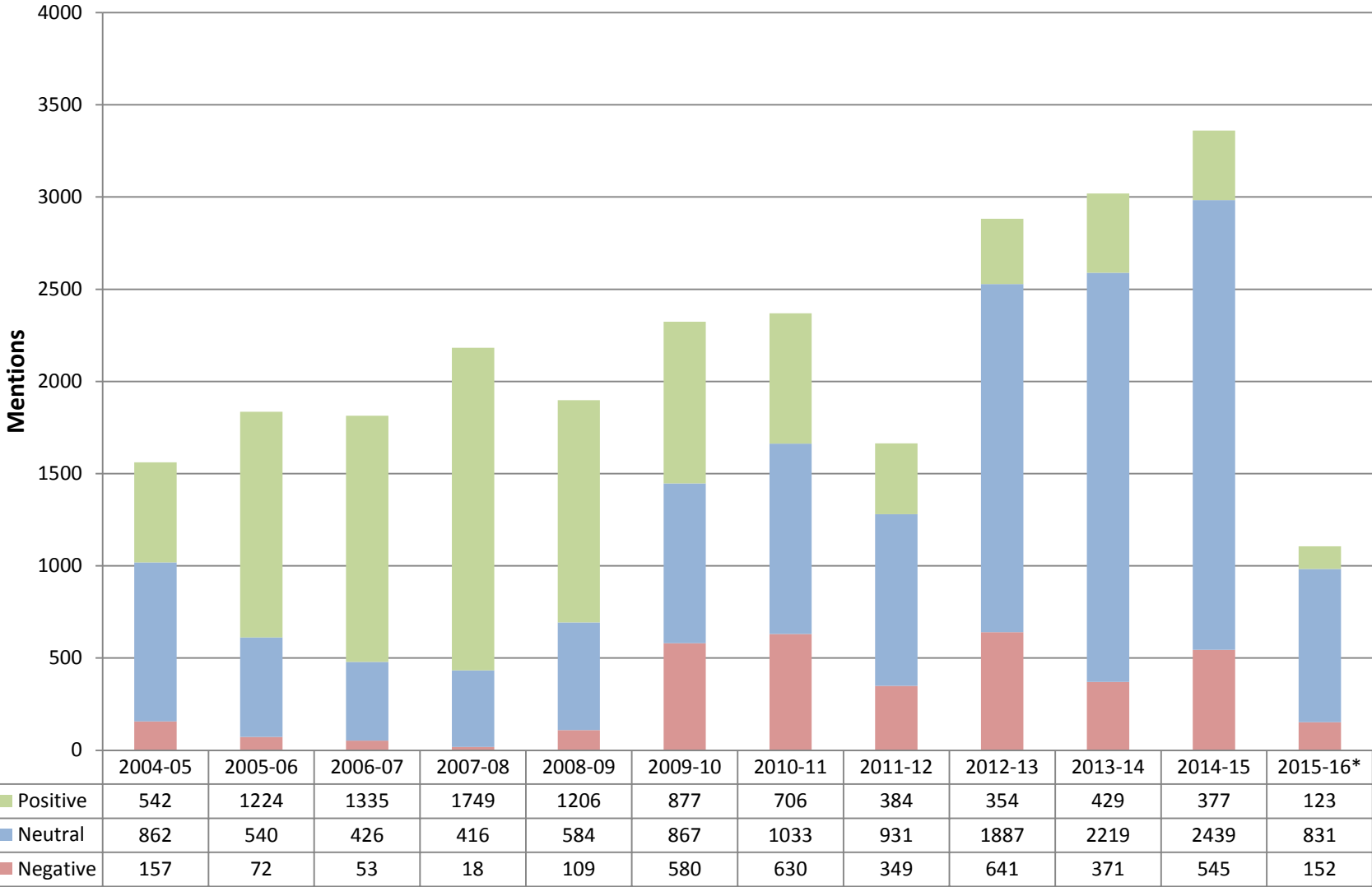
² Totals as of November 30, 2015

³ For month of November 2015

Monthly Mentions 2015-16

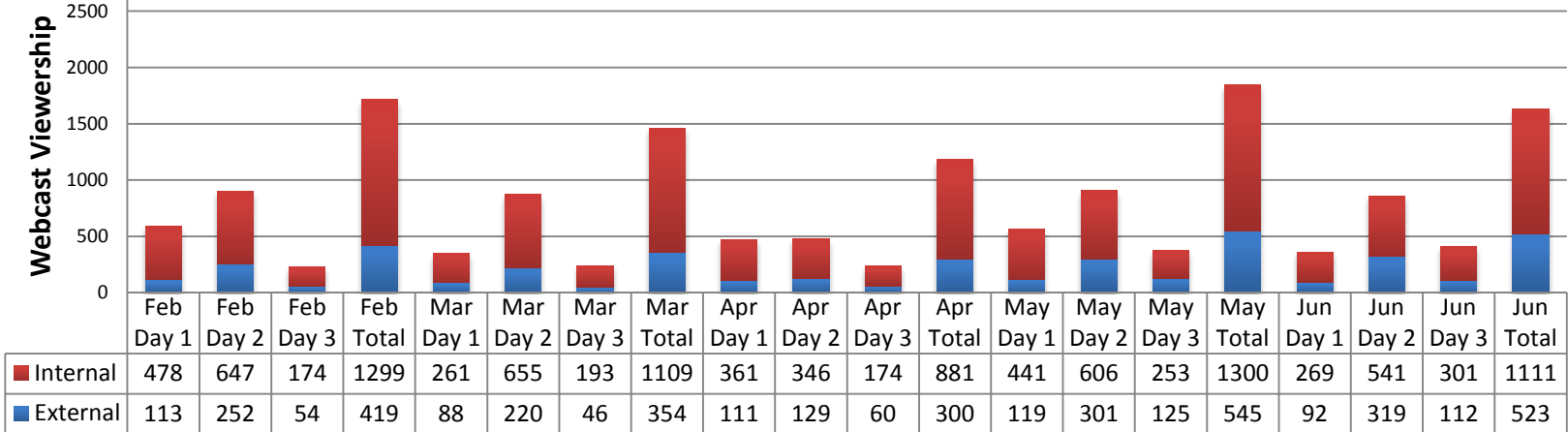


Mentions by Fiscal Year



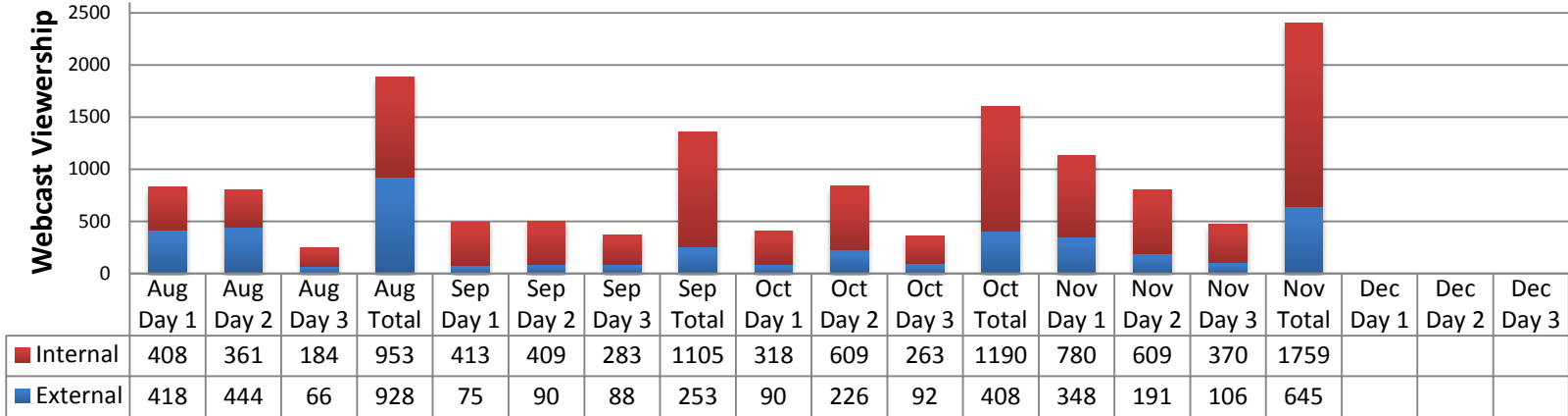
*Data through November 2015

2015 Board Meeting Webcast Viewership



2015 Webcast Dates

2015 Board Meeting Webcast Viewership



2015 Webcast Dates