

CalPERS Office of Public Affairs Strategic Communications Report

The following items include highlights of strategic communication activities for the period covering January 1, 2016 through January 31, 2016:

Date	News Releases
1/07/2016	CalPERS' Annual Report Highlights Investment, Finance Progress
1/12/2016	CalPERS Benefits Education Event in Rohnert Park
1/19/2016	CalPERS Board Re-Elects Rob Feckner as President, Henry Jones as Vice President
1/21/2016	CalPERS CEO Anne Stausboll to Retire at Fiscal Year-End After More Than 7 Years
1/26/2016	CalPERS Benefits Education Event in Seaside
1/27/2016	CalPERS Honored for Diversity
1/29/2016	CalPERS Endorses New ILPA Fee Reporting Template

Date	Opinions/Letters	CalPERS Representative	Submitted to:
1/19/2016	CalPERS takes responsibilities seriously	Brad Pacheco	OC Register

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

CalPERS Print/Broadcast/Radio News	Date	Outlet	Spokesperson	Tone ¹
CalPERS Releases 2014-15 Fiscal Year Comprehensive Annual Financial Report	1/8/2016	Mondo Visione		P
After pruning manager lists, real estate investors now want results	1/11/2016	Pensions & Investments		O
CalPERS' Hedge Fund Cull Helped Save \$217M	1/11/2016	ai-CIO	Ted Eliopoulos	P
CalPERS' new risk mitigation plan won't fix what ails it	1/11/2016	Pensions & Investments		N
CalPERS paid \$414m in fees to PE funds in 2014	1/12/2016	Private Equity International	Joe DeAnda	O
CalPERS investment fund doubles down on data centers	1/13/2016	Sacramento Business Journal		O

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone ¹
Did CalPERS Make a Mistake on Hedge Funds?	1/15/2016	Fortune.com		N
Opinion - Unpacking the CalPERS decision	1/15/2016	Infrastructure Investor		O
CalPERS funding level drops 3 percent	1/15/2016	BenefitsPro.com		O
Five things advisors should know about CalPERS annual report	1/15/2016	Wealth Professional		O
Judgments Entered in CalPERS Conspiracy	1/15/2016	Courthouse News Service		N
CalPERS starts process of revamping ESG plan	1/19/2016	Pensions & Investments		P
Letters: CalPERS takes responsibilities seriously	1/19/2016	The Orange County Register		P
CalPERS Board re-elects Rob Feckner as President, Henry Jones as Vice President	1/20/2016	Institutional Asset Manager		O
CalPERS chief executive steps down	1/21/2016	Sacramento Business Journal		O
CalPERS chief executive announces retirement – Stausboll steered pension fund through market crash, scandal	1/21/2016	The Sacramento Bee		P
CalPERS CEO to retire on June 30	1/21/2016	Pensions & Investments		O
Search begins for new CalPERS CEO after Stausboll reveals summer exit plans	1/22/2016	AltAssests.com		P
CalPERS chief executive retires	1/22/2016	Financial Standard		P
So farewell to the most powerful woman in US pensions...	1/25/2016	Financial News	Rob Feckner	P
Pension reform: Maybe next time	1/25/2016	Riverside Press-Enterprise		O
CalPERS Leads Record Year for Unloading Real Estate	1/26/2016	Chief Investment Officer		O
Op-Ed: CalPERS is underfunded and unrealistic. Can it save itself?	1/28/2016	Los Angeles Times		N
CalPERS among large investors endorsing private equity fee reporting template	1/29/2016	Pensions & Investments		O

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

Online Enhancements, Videos, Social Media and Webcasts

CalPERS For the Record

- 1/08/2016 Sacramento Bee Misleads Readers about Pensions
- 1/15/2016 Hedge Fund Decision Not About One-Year Performance
- 1/19/2016 Orange County Register Assessment of CalPERS is Unfounded

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

- APEX Promo #3
- Personal Safety Workshop, Active Shooter
- Board Offsite, Fiduciary Training
- Retirement Planning Checklist (webinar)

Social Media

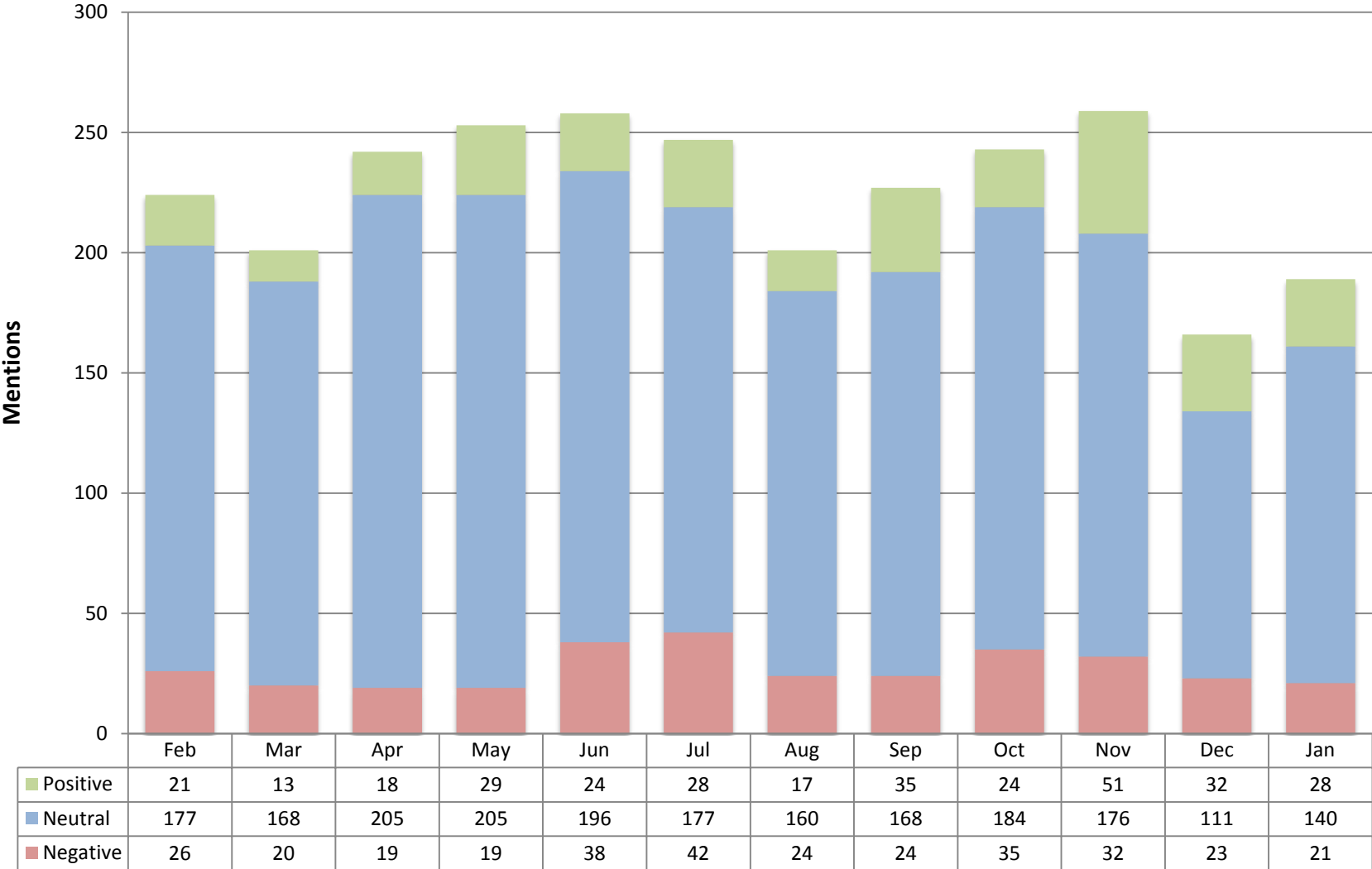
Channel	Total Followers ²	New Followers ³	Total Views	Monthly Views	Total Posts
Twitter (@CalPERS)	12,912	165	--	--	80 (2 Retweets)
Facebook	11,582	147	--	--	52
LinkedIn	5,607	85	--	--	16
Twitter (@AnneStausboll)	2,234	73	--	--	85 (13 Retweets)
YouTube	1070	91	425,219	15,954	4
Instagram	830	47	--	--	4
Google Plus	186	3	131,799	--	0

-- indicates that category does not apply for channel

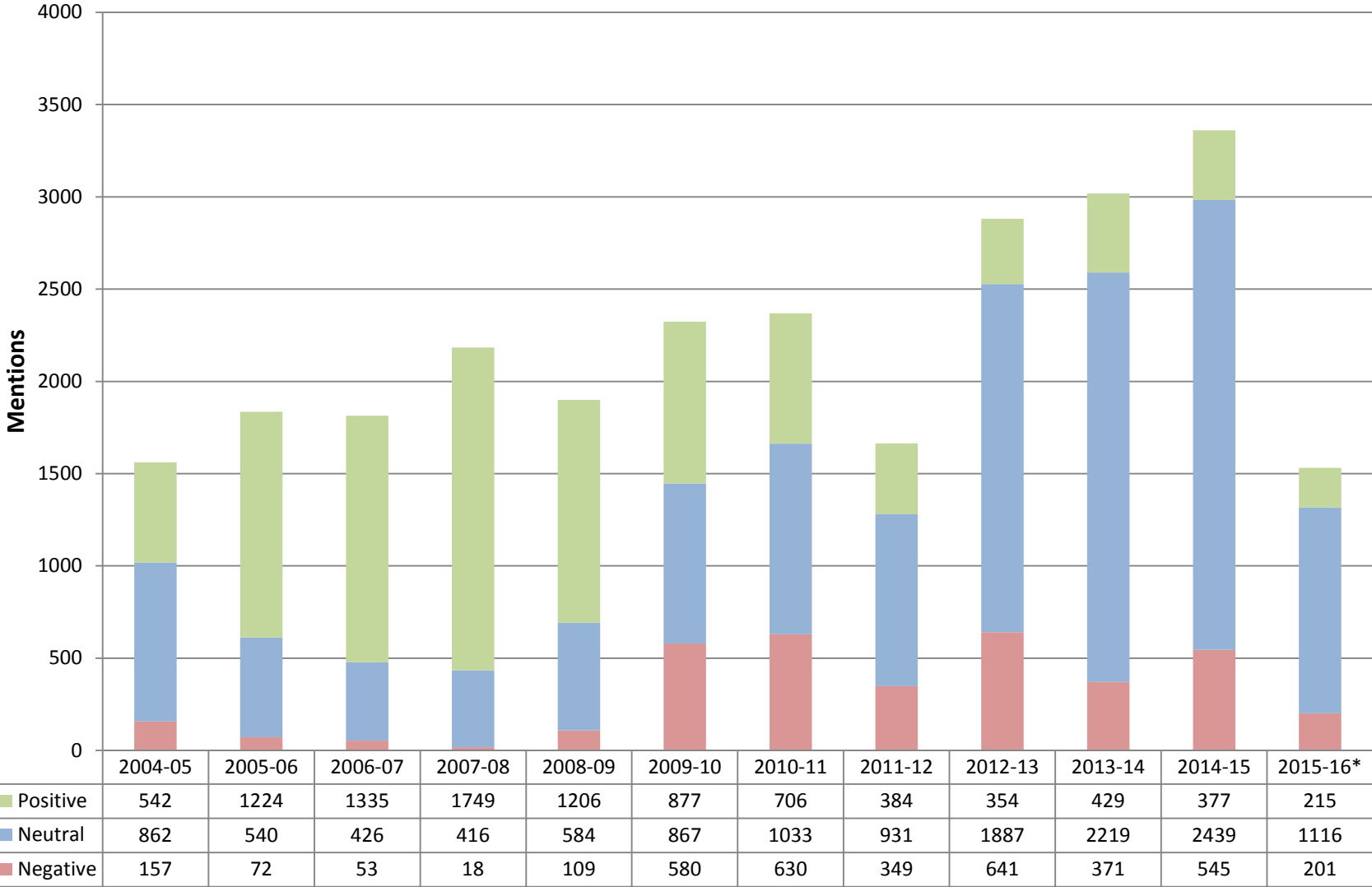
² Totals as of January 31, 2016

³ For month of January 2016

Monthly Mentions 2015-16



Mentions by Fiscal Year



*Data through January 2015